

# Waitomo District Council

## 2025 Residents' Survey

## Table of contents

<b>3</b>	Background, objectives and methodology
<b>4</b>	Executive summary
<b>8</b>	Overall satisfaction and general perceptions of the District
<b>14</b>	Satisfaction with services and infrastructure
<b>23</b>	Satisfaction with open spaces
<b>27</b>	Satisfaction with public facilities
<b>32</b>	Satisfaction with regulatory services
<b>36</b>	Contact with Council
<b>39</b>	Communication and engagement
<b>42</b>	Value for money
<b>45</b>	Drivers of satisfaction
<b>50</b>	Understanding reputation
<b>55</b>	Sample profile

## Background, objectives and methodology

### Background

The Waitomo District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities which will be valued by the community.

### Research objectives

- Measure residents' satisfaction with the Waitomo District Council's performance.
- Provide insights into how the Council can best invest its resources to improve residents' satisfaction with its overall performance.

### Methodology

- Data collection used a mixed methodology approach consisting of invites sent via email and post. Emails were sent to a sample of n=1000 from the ratepayers' records. In addition, a sample of n=3486 residents randomly selected from the Electoral Roll were sent an invite through the post to participate via an online survey. The analytical sample for this report is n=410.
- Data collection was managed to quota targets by age, ward and ethnicity. Post data collection, the sample has been weighted so it is aligned with known population distributions as per the 2023 Census.
- At an aggregate level, the sample has an expected 95% confidence interval (margin of error) of +/- 4.57%. The margins of error associated with sub-groups will be larger than this as the results become less precise as the sample size shrinks. Thus, results associated with small sample sizes should be read with caution.
- The survey was undertaken between 29 April and 31 May 2025.

### Notes

- Due to rounding, percentages may add to just over or under (+/- 1%) totals.

The responses were given scores on a scale of 1 to 10, which were grouped as follows:

**1-2 Very dissatisfied**

**3-5 Dissatisfied**

**6-8 Satisfied**

**9-10 Very satisfied**

Ratings from 6-10 are referred to as 'satisfied' or 'satisfaction'

# Executive Summary



## Key findings

- The 2025 Waitomo District Council Residents' Survey provides a comprehensive snapshot of community perceptions regarding Council performance, service delivery, and priorities for the future. Just over half (53%) of residents are satisfied with the Council's *Overall performance*. Most residents (76%) rate their *Quality of life* positively, and 65% *Agree the district is heading in the right direction*. There is a strong sense of community identity, with 66% expressing *Pride* in living in the Waitomo District.
- The Council performs well across several core service areas. High levels of satisfaction were recorded for *Public facilities* (87%), *Open spaces* (94%), and *Regulatory services* (82%). Satisfaction with *Water* and *Waste* services is generally positive, though *Stormwater infrastructure* and the *Maintenance of rural roads and footpaths* have been highlighted as areas for improvement.
- Residents who have recently contacted the Council report mostly positive experiences, with 84% satisfied with *How their enquiry was handled*. Engagement and consultation are also viewed favourably overall (82% satisfied), though feedback points to the need for more transparent decision-making, clearer communication, and broader inclusion in consultation processes.
- Despite these strengths, concerns regarding *Value for money* are prominent. Just 40% of residents are satisfied with the *Value they receive from rates and fees*. The fairness of rates, the transparency of financial management, and the affordability of services are consistently identified as areas needing improvement.
- Key improvement opportunities include:
  - Ensuring rates and fees are seen as fair and reasonable, especially for residents in rural areas who may feel underserved.
  - Improving financial transparency and providing clearer explanations of how rates are allocated and spent.
  - Enhancing stormwater and roading maintenance, with a particular focus on reducing flooding and addressing rural service needs.
  - Building trust and inclusion by involving a wider range of residents in consultation, especially younger, Māori, and newer residents.
- The survey highlights strong community support for many Council services, alongside clear expectations for more visible leadership, improved financial accountability, and inclusive engagement. These insights provide a valuable foundation for ongoing planning and service improvement across the district.

## Trend slide

6-10		2025
OS2_5	Licensing premises such as cafes, restaurants and hairdressers	100%
CF3_3	Cleanliness of - Les Munro Centre	96%
CF3_1	Cleanliness of - Waitomo District Library	96%
CF2_3	Satisfaction with - Les Munro Centre	96%
CF2_1	Satisfaction with - Waitomo District Library	94%
PR3_1	Overall parks, reserves and open spaces	94%
PR2_2	Sports-grounds	93%
TW2_1	The reliability of the water supply	93%
PR2_4	Cemeteries	92%
PR2_1	Parks or reserves or open space	92%
TW4_1	The reliability of the wastewater system	90%
INT3_2	The helpfulness and friendliness of staff	88%
WM2_3	Te Kūiti Transfer Station (Landfill)	87%
PR2_3	Playgrounds	87%
CF4_1	Overall public facilities	87%
INT3_1	How easy it was to make your enquiry or request	87%
CE3_1	Received or found Council information when needed	87%
CF3_2	Cleanliness of - Pool facility (District Aquatic Centre)	86%
INT5_1	Enquiry handling	84%
TW4_3	The overall wastewater system	84%
TW4_2	How the Council treats and disposes of wastewater	84%
OS3_1	Regulatory services	82%
CE5_1	Council's engagement and consultation with the community	82%
CF2_2	Satisfaction with - Pool facility (District Aquatic Centre)	80%
WM2_2	Rural transfer stations	77%
VM2_3	Invoicing is clear and correct	76%
TW2_3	Overall district's water supply	76%
GEN1_1	Quality of life in the District	76%
OS2_2	Managing and issuing building consents	75%
CE4_1	Council keeps people informed about what Council is doing	75%

## Trend slide

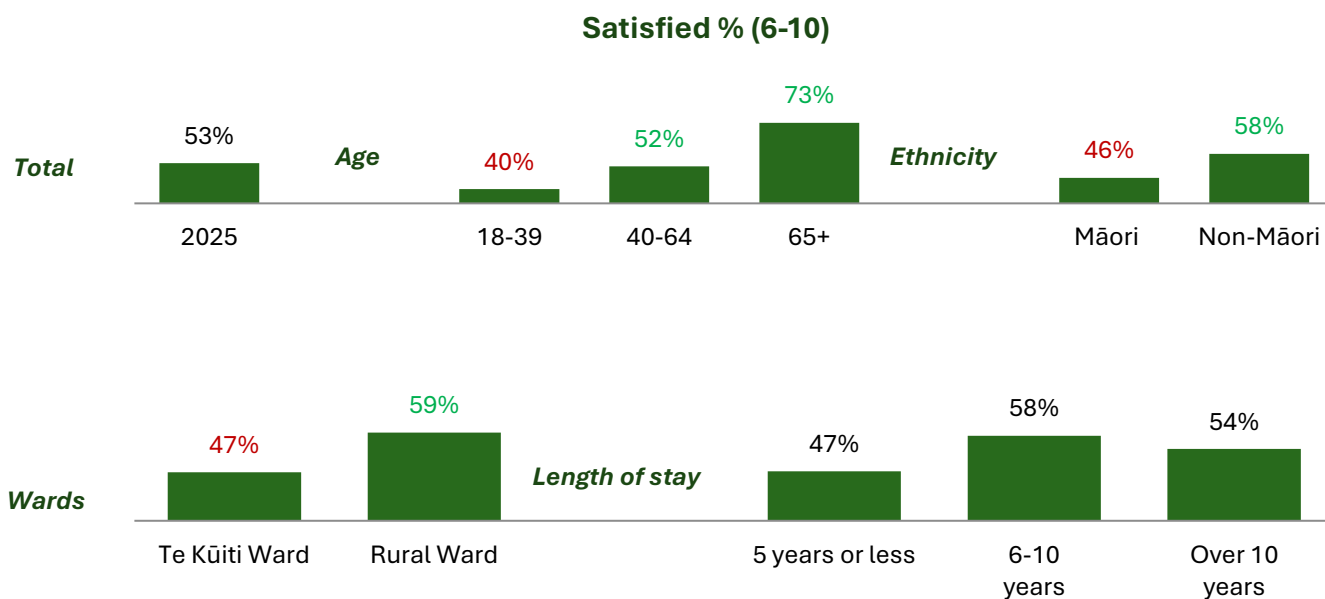
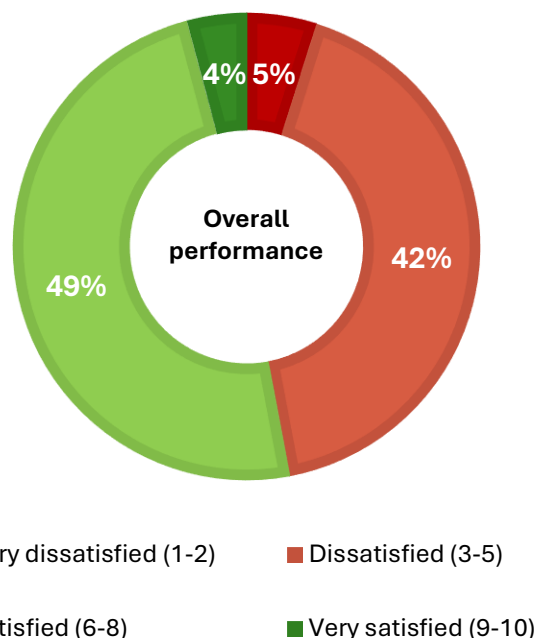
6-10		2025
WM2_1	Kerbside rubbish and recycling collection	75%
CF2_4	Satisfaction with - Public toilets	74%
TW6_1	Overall water management	74%
WM3_1	Overall waste management	73%
CE4_2	Council provides opportunities for residents to be involved in the consultation and decision process	72%
RF1_3	The availability of footpaths	72%
REP1_4	Quality of services and facilities	72%
REP1_1	Leadership	70%
WM2_4	How Council manages litter bins, loose litter and illegal dumping activities	67%
RF1_4	How well footpaths are maintained	67%
GEN3_1	Proud to live in the Waitomo District	66%
GEN2_1	District is going in the right direction	65%
CF3_4	Cleanliness of - Public toilets	63%
OS2_1	Animal control	63%
REP2_1	Overall reputation	62%
REP1_2	Trust	59%
TW2_2	The quality of the water (including taste, clarity and odour)	58%
TW5_2	Overall stormwater system	57%
RF2_1	Roading	55%
TW5_1	Keeping roads and footpaths free from flooding due to the Council management	54%
OP1_1	Overall satisfaction	53%
RF1_2	The safety of the roads	53%
REP1_3	Financial Management	52%
RF1_1	How well the roading network is maintained	50%
OS2_4	Managing liquor licensing	49%
VM2_2	Water rates are fair and reasonable	43%
OS2_3	Managing and issuing resource consents	43%
VM3_1	Value for money	40%
VM2_4	Fees and charges for other services and facilities are fair and reasonable	38%
VM2_1	Annual property rates are fair and reasonable	24%

# Overall satisfaction and general perceptions of the District



## Overall performance

- Over half (53%) of residents are satisfied with Council's overall performance, with satisfaction significantly higher among those aged over 65 years, compared to younger residents (aged between 18 and 39 years).
- Verbatim comments indicate that over one in five (21%) are satisfied with Council and the services provided such as libraries, pools and community events.
- 27% of those who were dissatisfied mentioned rates being too high or that they don't receive value for money, especially in the rural areas of the District.



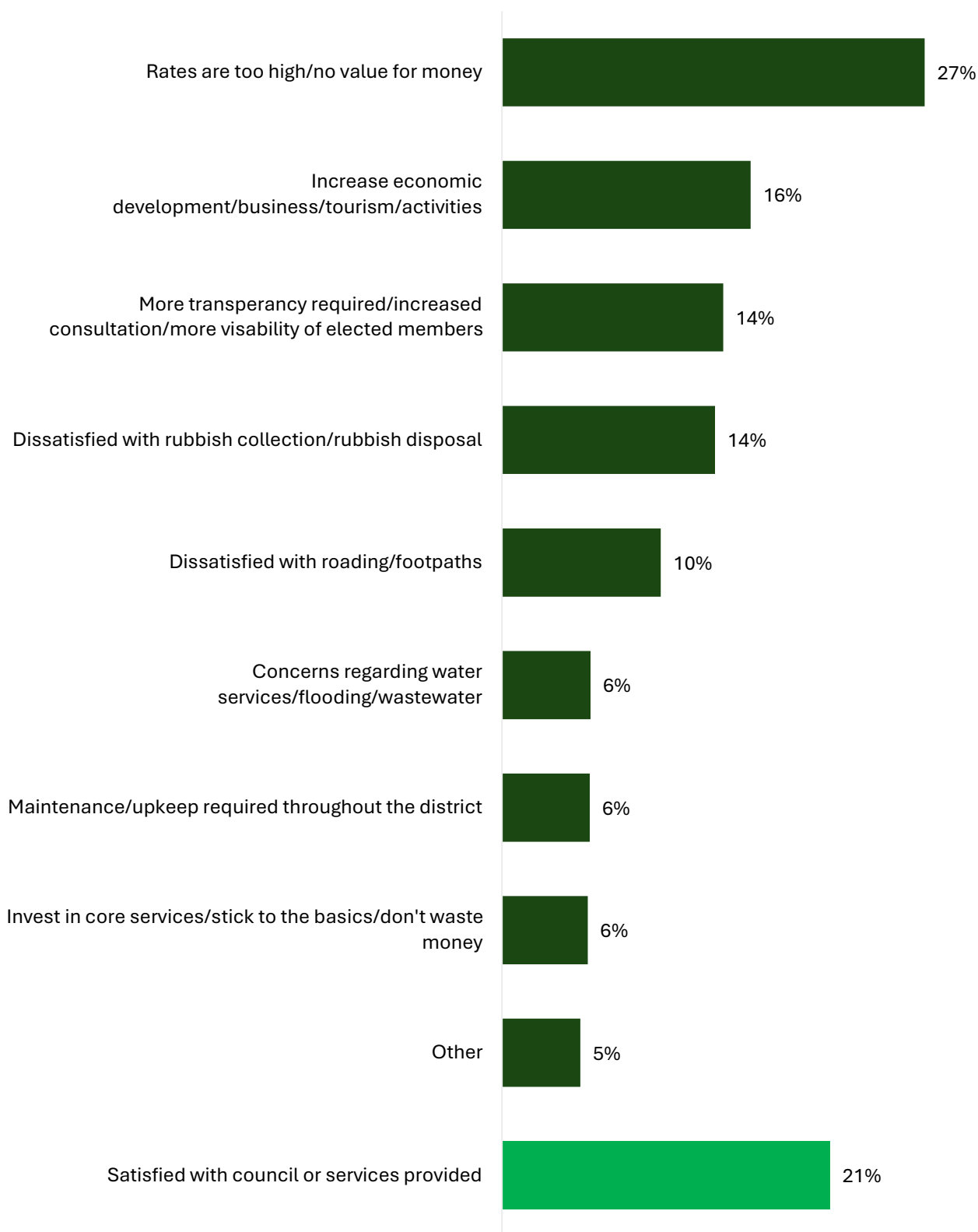
### NOTES:

- OP1. When you think about the Council overall, its image and reputation, the services and facilities it provides and the rates and fees that you pay, how satisfied are you with the Council? n=393
- Excludes 'Don't know' responses.

### Between demographics

Significantly higher  
Significantly lower

## General comments

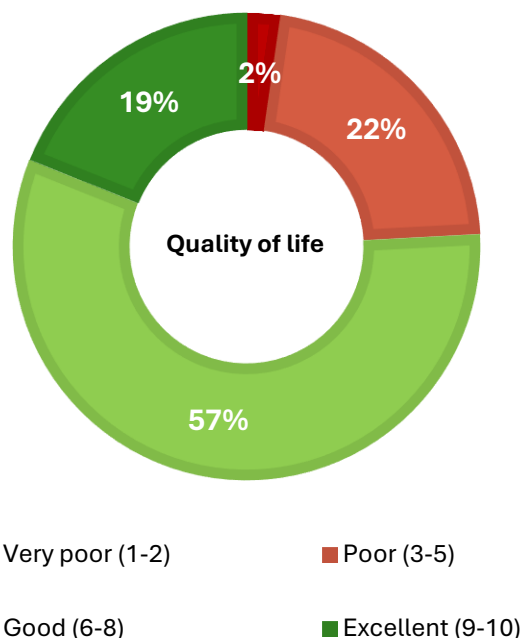


NOTES:

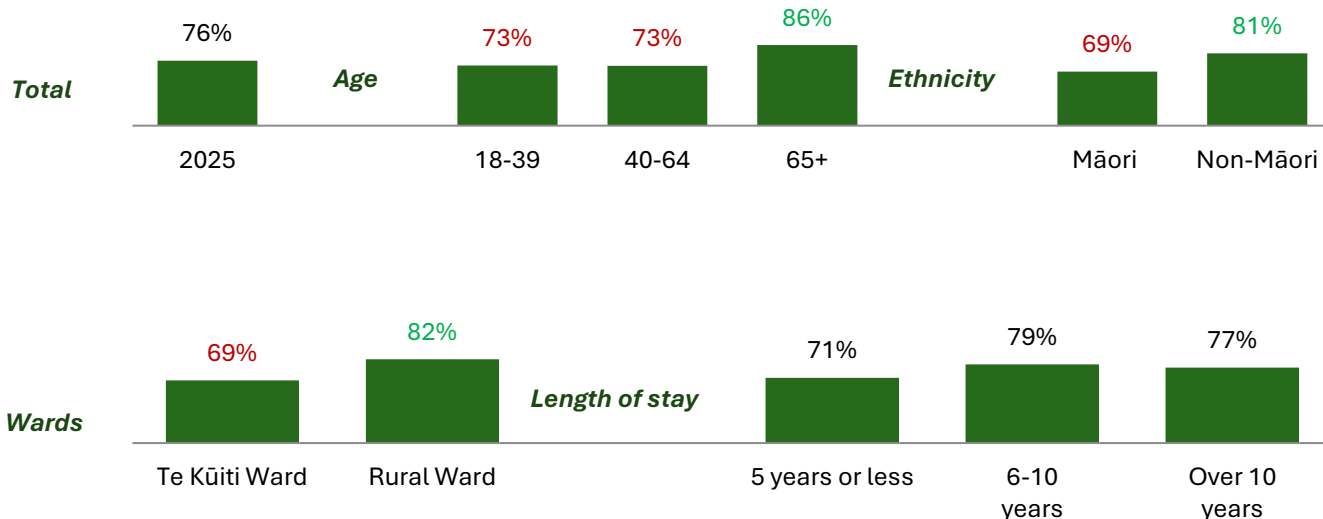
1. OP2. Finally, are there any comments or feedback that you would like to make? n=175

## Quality of life

- Over three in four residents (76%) rate their *Quality of life* either *good* or *excellent*, with scores being highest among older residents (65+ at 86%) and those in the Rural Ward (82%).
- Resident comments praise the district's community feel, safety, and the value of local services.
- Several residents' mention their appreciation for the hard work of Council staff, and local events like *The Muster* that 'showcase what the area has to offer'.
- However, the perceived quality of life is slightly lower among newer residents (those who have lived in the area for less than 5 years, 71%), with concerns raised about high rates, limited access to urban-level infrastructure, and water pressure issues in rural areas.



### Good % (6-10)



#### NOTES:

1. GEN1. Would you say that, overall, the quality of life in the district is ...? n=403

2. Excludes 'Don't know' responses.

\*Quotes related to Quality of life are taken from the OP2 (General comments)

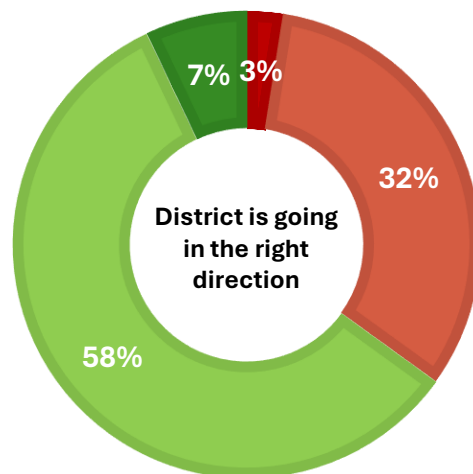
#### Between demographics

Significantly higher

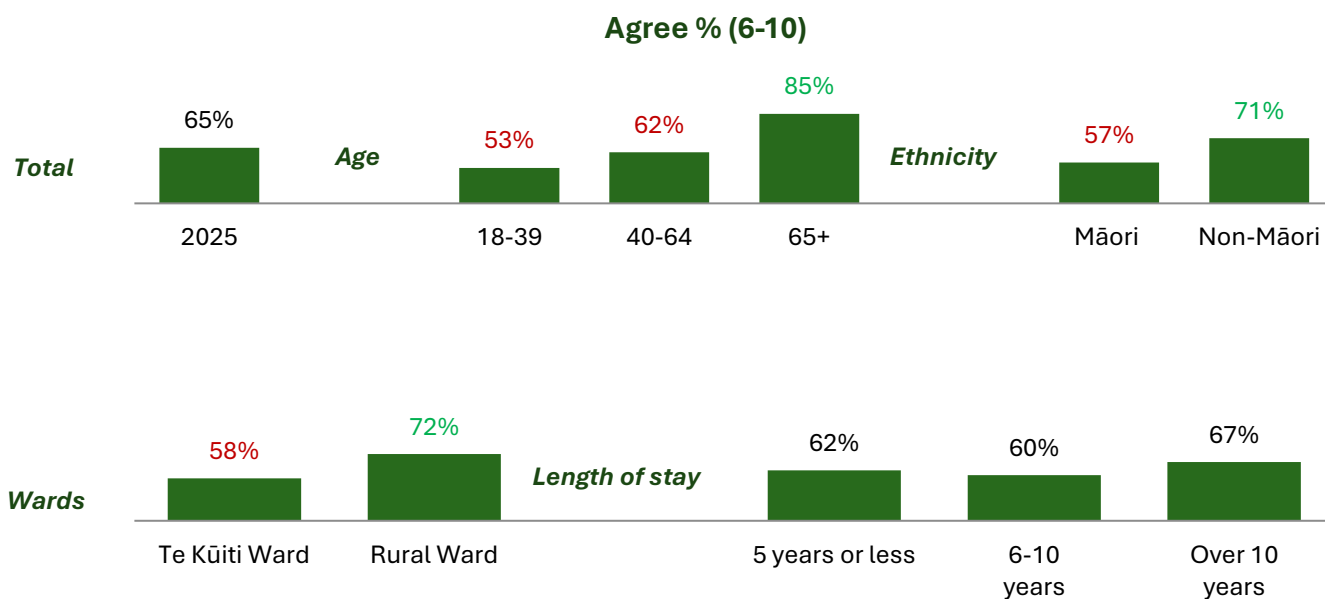
Significantly lower

## District is going in the right direction

- Almost two-thirds of residents (65%) agree the *District is going in the right direction* (rating 6–10), with scores highest among residents aged 65 and over (85%) and those living in the district for more than 10 years (67%).
- While many residents support Council's efforts and describe the district as improving, a number remain cautious, particularly newer residents and those living in rural areas, citing concerns about infrastructure gaps, affordability, and lack of visibility from leadership.
- Some comments call for more transparency and better servicing in rural areas, while others believe that keeping rates down and focusing on basics are key to long-term progress.



■ Strongly disagree (1-2)
 ■ Disagree (3-5)
 ■ Agree (6-8)
 ■ Strongly agree (9-10)



### NOTES:

1. GEN2. On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with that the district is going in the right direction? n=365
2. Excludes 'Don't know' responses.

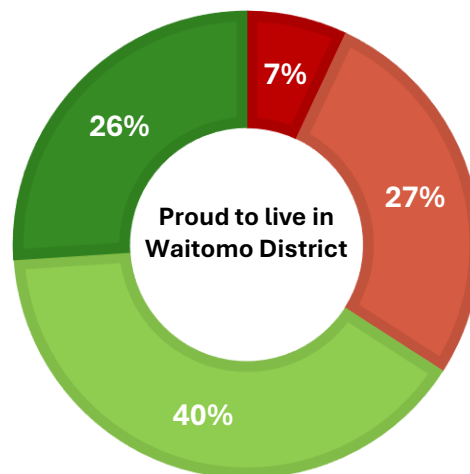
\*Quotes related to District going in the right direction are taken from the OP2 (General comments)

### Between demographics

Significantly higher  
Significantly lower

## Pride in Waitomo District

- 66% of residents say they are *Proud to live* in the Waitomo District (scores 6–10), reflecting the high value placed on the area's identity, community spirit, and lifestyle.
- Pride* is particularly strong among long-term (71%) and older residents (76%).
- Residents frequently express pride in the district's natural environment, local events, and community-minded culture. Positive comments highlight appreciation for the local facilities, the helpfulness of Council staff, and well-run public services.
- However, there are still calls for improvement in regard to fairness of service delivery and a perceived disconnect between Council leadership and everyday residents.



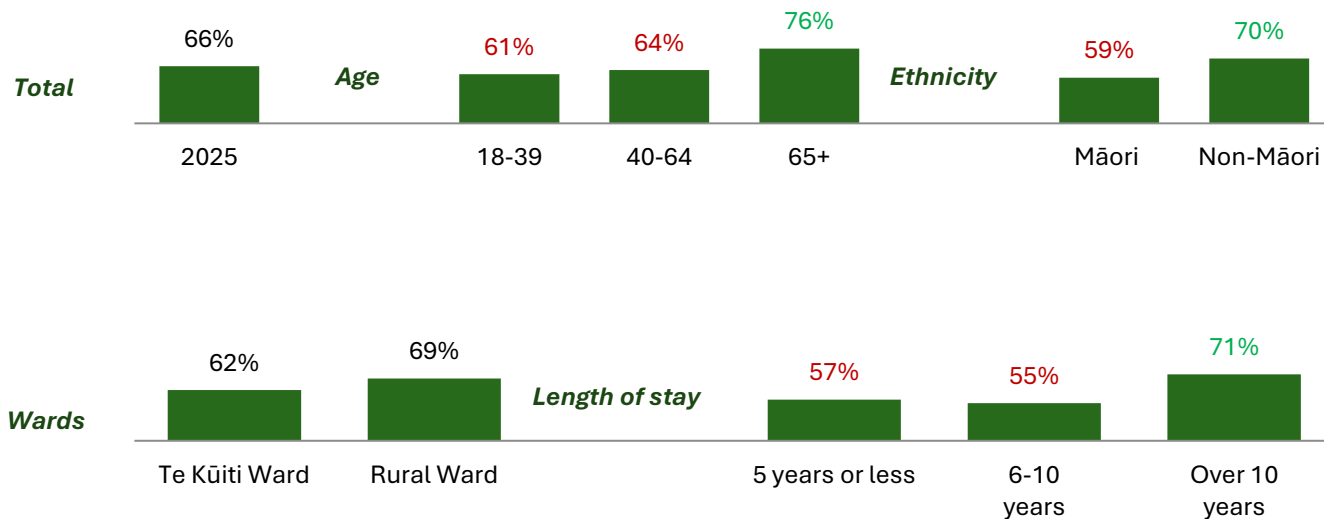
Not proud (1-2)

Somewhat proud (3-5)

Proud (6-8)

Very proud (9-10)

### Good % (6-10)



#### NOTES:

- GEN3. On a scale of 1 to 10 where 1 is 'Not proud' and 10 is 'very proud, how proud are you to live in the Waitomo District? n=399
- Excludes 'Don't know' responses.

\*Quotes related to Pride in Waitomo District are taken from the OP2 (General comments)

#### Between demographics

Significantly higher

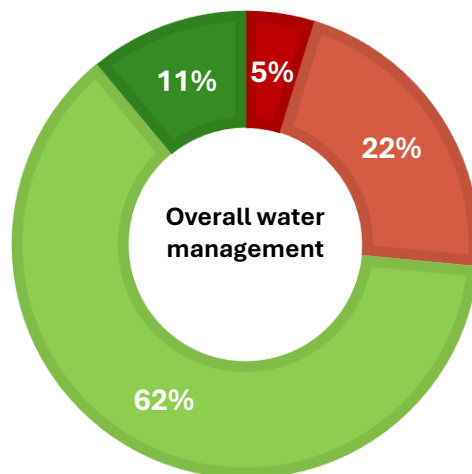
Significantly lower

# Satisfaction with services and infrastructure



## Overall satisfaction with water management

- Close to three in four residents (74%) are satisfied with Council's *Overall water management*.
- Satisfaction varies across different demographic groups. Those who identify as Māori show the lowest satisfaction (66%).
- Those who have lived in the district for a longer period of time (over ten years) are less satisfied with *Overall water management* compared to residents' who have been in the area for a shorter time.
- Satisfaction is consistent across wards.



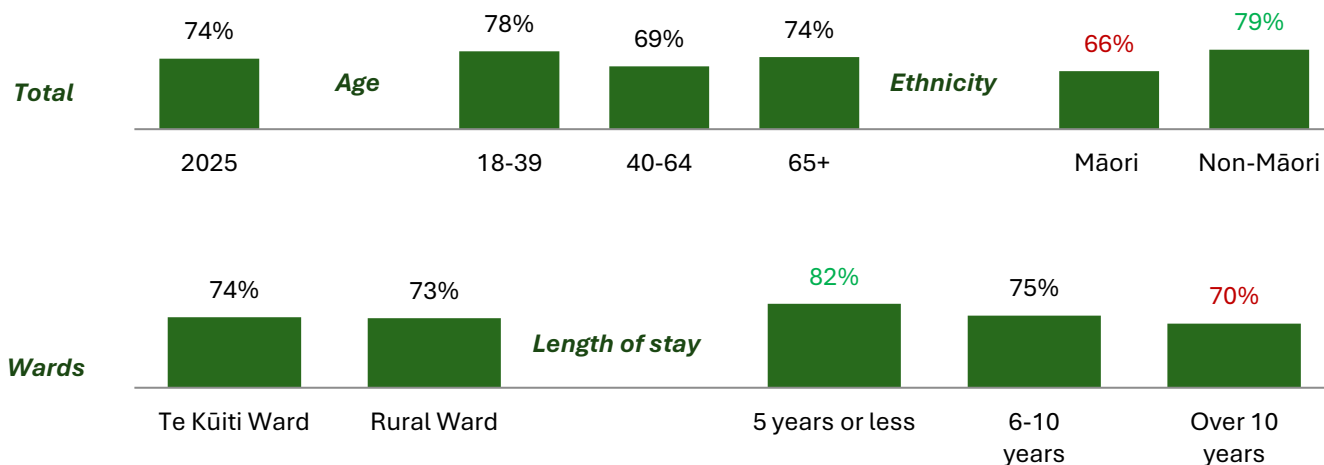
Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

### Satisfied % (6-10)



- Open-ended feedback points to several clear issues driving dissatisfaction:
  - Stormwater infrastructure is the most commonly mentioned concern (32%), with residents calling for greater investment and more consistent maintenance.
  - Flooding issues (29%) continue to affect perceptions of stormwater and urban resilience.
  - Water supply quality (26%), particularly taste, odour, and chlorine levels, emerged as a widespread frustration.
  - Vegetation-related maintenance (20%), including grass cutting and tree management, also influences how residents assess overall water and environmental upkeep.

#### NOTES:

- TW6. And overall, when you think about the water supply, wastewater management and stormwater management, how would you rate your satisfaction with Council overall for its WATER MANAGEMENT in the district? n=365
- TW7. If you are dissatisfied with the water management, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve it? n=88
- Excludes 'Don't know' responses.

Between demographics

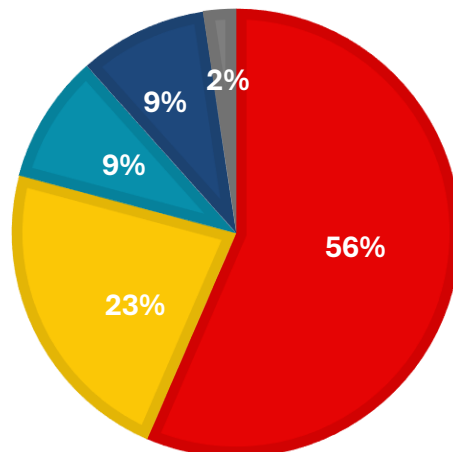
Significantly higher

Significantly lower

## Water supply

- Over half (56%) of residents are connected to the *Council water supply*.
- Satisfaction varies across aspects of household water supply. While the majority of residents are satisfied with the reliability of the supply (93%), just 58% are satisfied with the quality of the water (taste, clarity, odour), and 76% are satisfied with their local water supply overall.

### Household water supply connection



- A Town (Council) supply
- A rainwater collection system
- A well water system
- Other
- Don't know



Overall district's water supply



Reliability of the water supply



Quality of the water



- Very dissatisfied (1-2)
- Dissatisfied (3-5)
- Satisfied (6-8)
- Very satisfied (9-10)

% (6-10)	2025	Te Kūiti Ward	Rural Ward
Overall district's water supply	76%	75%	80%
The reliability of the water supply	93%	93%	93%
The quality of the water	58%	55%	66%

#### NOTES:

- TW1. Which of the following best describes your water supply connection? n=410
- TW2. On the scale of 1- 10, how would you rate your satisfaction with...
- Excludes 'Don't know' responses:
  - Reliability of the water supply n=232
  - The quality of the water (including taste, clarity and odour) n=230
  - Overall district's water supply n=208

Between demographics

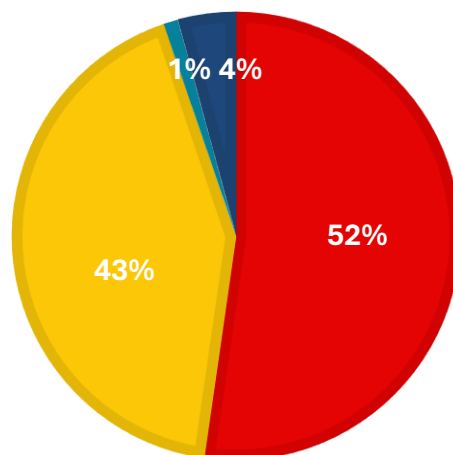
Significantly higher

Significantly lower

## Wastewater system

- Over one-half (52%) of respondents are connected to the *Council provided wastewater system*.
- Over eight in ten residents (84%) are satisfied with the *Overall wastewater system*, with slightly higher satisfaction for the *Reliability of the system* (90%), and similar satisfaction with how *Wastewater is treated and disposed of* (84%).
- Satisfaction remains high and is fairly consistent across age, ward and length of stay in the District.

## Household wastewater connection



- Council provided wastewater system
- Your own septic tank system
- Other
- Don't know

Overall wastewater system



Reliability of wastewater system



How Council treats and dispose wastewater



- Very dissatisfied (1-2)
- Dissatisfied (3-5)
- Satisfied (6-8)
- Very satisfied (9-10)

% (6-10)	2025	Te Kūiti Ward	Rural Ward
Overall wastewater system	84%	84%	84%
Reliability of wastewater system	90%	91%	85%
How Council treats and dispose wastewater	84%	84%	82%

### NOTES:

- TW3. Which of the following best describes the wastewater system that your property is connected to?  
Connected to Council wastewater system n=410
- TW4. On the scale of 1- 10, how would you rate your satisfaction with...
  - The reliability of the wastewater system n=208
  - How the Council treats and disposes of wastewater n=156
  - The overall wastewater system n=192

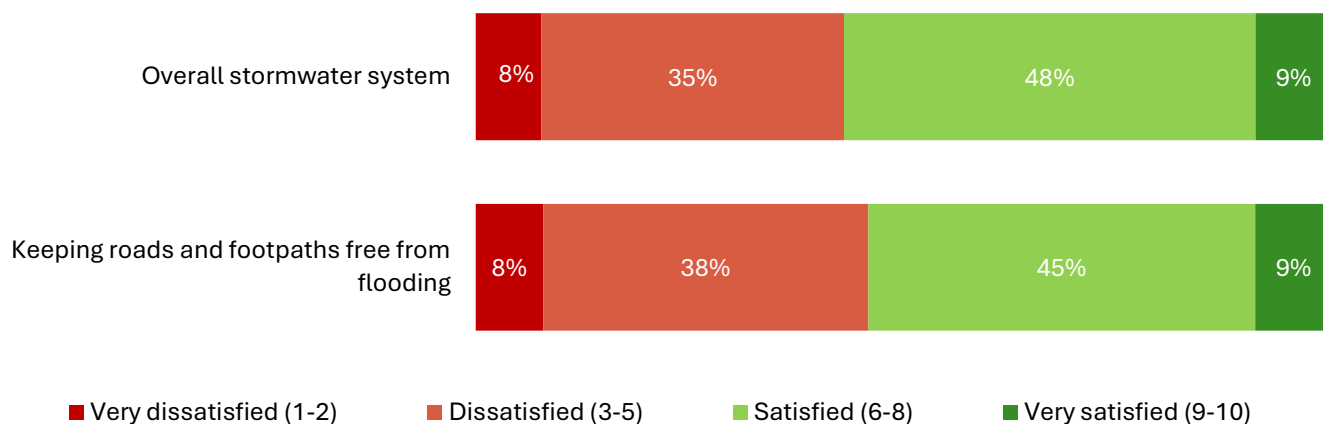
Between demographics

Significantly higher

Significantly lower

## Stormwater system

- Satisfaction with the *Stormwater system* sits at 57% overall, with notable differences across demographic groups.
- Satisfaction is highest among residents aged 65 and over (75%), those living in the Rural Ward (61%), and residents who have lived in the district for 5 years or less (68%).
- In contrast, satisfaction is considerably lower among younger residents aged 18–39 (45%), and those who identify as Māori (47%)
- Residents living in the Te Kūiti Ward (47%) show concern with flooding of roads and footpaths.



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Overall stormwater system	57%	53%	61%
Keeping roads and footpaths free from flooding	54%	47%	61%

### NOTES:

1. Excludes 'Don't know' responses
2. TW5. On the scale of 1- 10, how would you rate your satisfaction with the stormwater system in terms of...
  - a. Keeping roads and footpaths free from flooding n=386
  - b. Overall stormwater system n=367

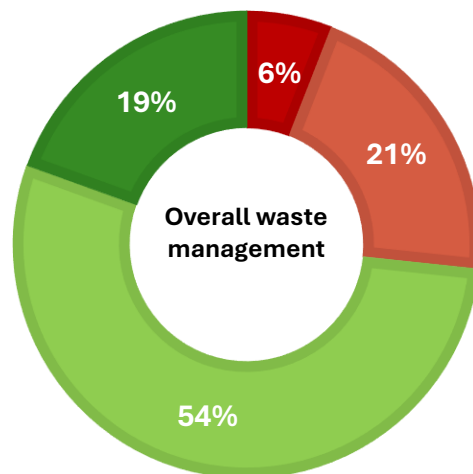
### Between demographics

Significantly higher

Significantly lower

## Overall satisfaction with waste management

- Overall, 73% of residents are satisfied with Council's waste management. This suggests that essential services are generally meeting residents' needs.
- Satisfaction is particularly high among residents aged 65 and over (90%), and among non-Māori (79%). In contrast, satisfaction is lowest among younger residents (18–39 years, 59%) and those who identify as Māori (65%).
- The notable 17% point gap between Māori (65%) and non-Māori (79%) highlights a potential equity issue in service delivery or communication.
- Satisfaction levels by ward and length of stay are relatively consistent.



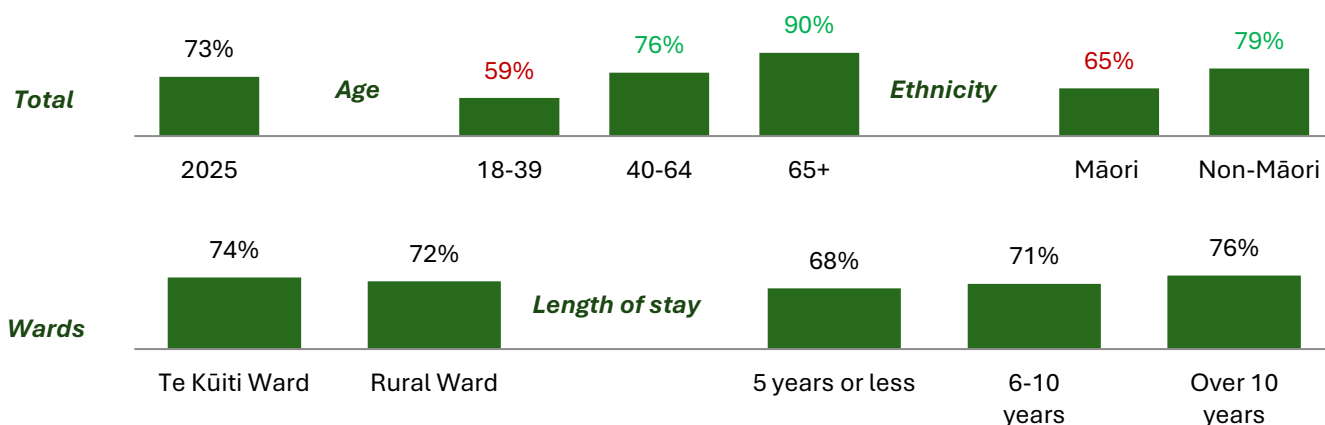
Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

### Satisfied % (6-10)



- Resident comments about waste management reveal clear cost and access concerns:
  - The most prevalent issue, raised by 39% of dissatisfied respondents, relates to the high cost of rubbish bags, with suggestions to provide free bags or reduce fees.
  - Another 25% of residents mentioned that dump fees are too high or that transfer stations are not open enough, limiting convenient disposal options for many households.
  - In addition, 20% of comments reflect frustration over paying rates for waste services they don't receive, or poor value for money, especially in rural areas.
  - A further 17% said they would like wheelie bins or larger bins to be provided, suggesting that current bin sizes or formats may not meet household needs.
  - Access issues also stand out, with 16% reporting no service is available in their area, and another 16% highlighting illegal dumping or poor litter control as unresolved problems.

#### NOTES:

- WM3. Thinking about rubbish bag collection, recycling services, transfer stations and litter bins, how satisfied are you with overall WASTE MANAGEMENT? n=387
- WM4. If you are dissatisfied with waste management, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Waste management services? n=86
- Excludes 'Don't know' responses.

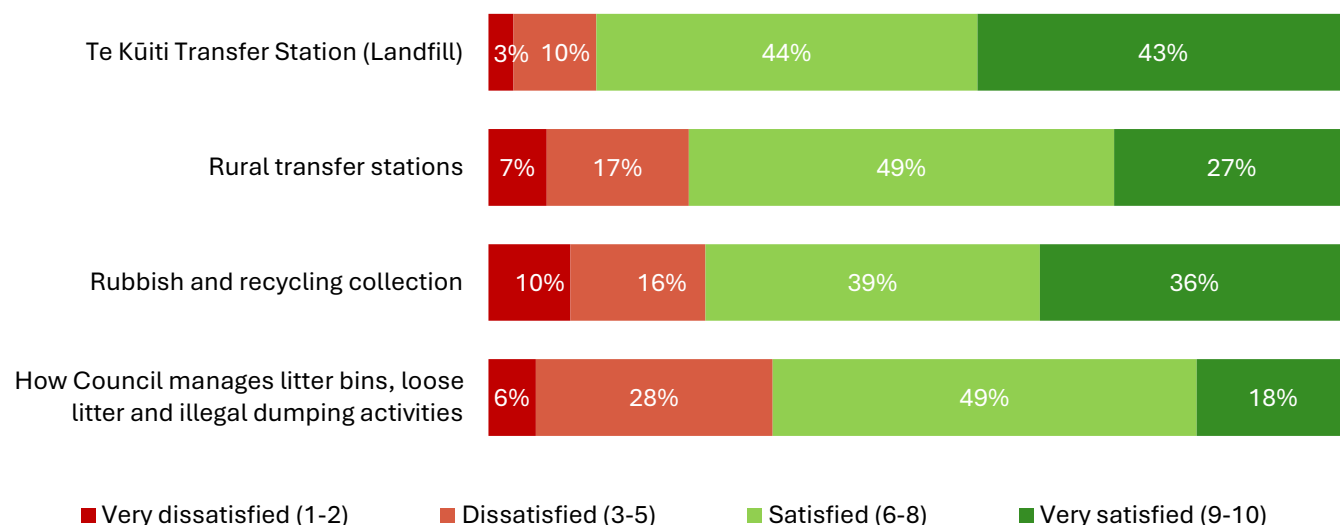
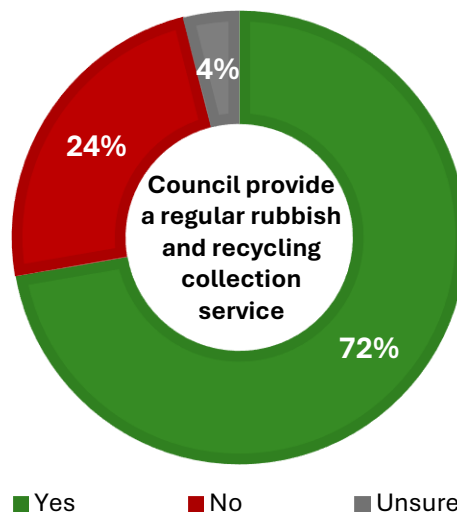
Between demographics

Significantly higher

Significantly lower

## Waste management

- Satisfaction with *Rubbish and recycling services* in the Waitomo District is strong overall, with 75% of residents satisfied with these services.
- The highest satisfaction is reported among residents aged 65 and over (91%), and those who have lived in the district for more than 10 years (80%).



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Rubbish and recycling collection	75%	77%	72%
Rural transfer stations	77%	83%	73%
Te Kūiti Transfer Station (Landfill)	87%	90%	85%
How Council manages litter bins, loose litter and illegal dumping activities	67%	68%	66%

### NOTES:

1. WM1. Does the Waitomo Council provide a regular rubbish and recycling collection service where you live? n=
2. WM2. How satisfied are you with the following ...?
3. Excludes 'Don't know' responses:
  - a. Kerbside rubbish and recycling collection n=337
  - b. Rural transfer stations n=228
  - c. Te Kūiti Transfer Station (Landfill) n=320
  - d. How Council manages litter bins, loose litter and illegal dumping activities n=326

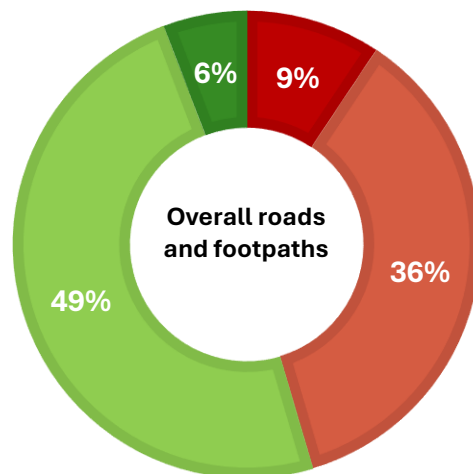
### Between demographics

Significantly higher  
Significantly lower



## Overall satisfaction with roads and footpaths in the district

- Overall satisfaction with *Roads and footpaths* is relatively high, with over half (55%) of residents rating their satisfaction as 6-10 on the 10-point scale.
- However, there is some variation across demographic groups. Satisfaction is highest among those aged 65 and over (71%) and non-Māori residents (59%).
- In contrast, younger residents (those aged 18–39 years), and residents who identify as Māori express lower satisfaction (46% and 48% respectively).



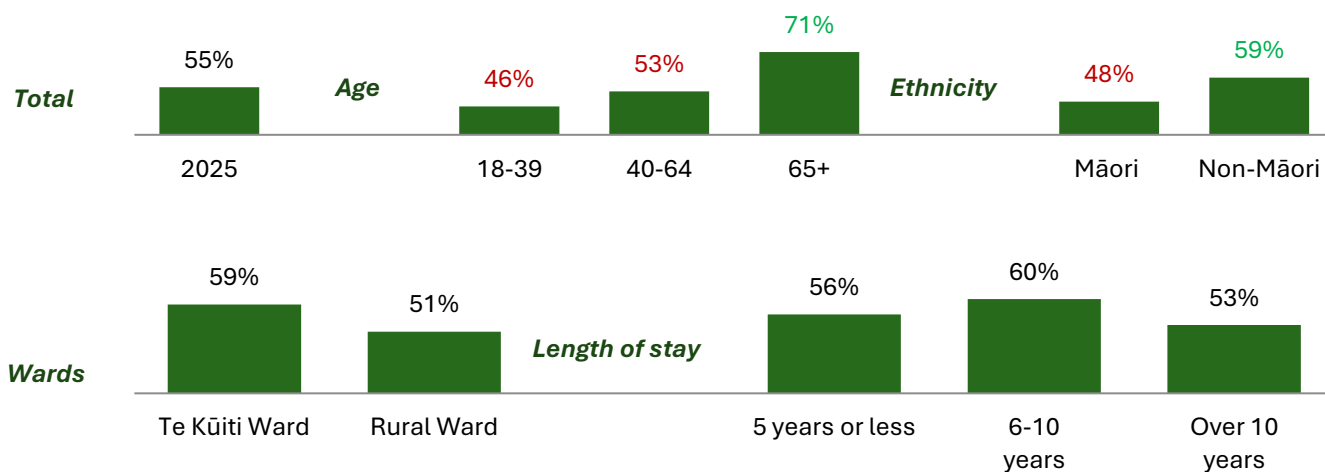
Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

### Satisfied % (6-10)



- Resident feedback highlights several frustrations with the district's roading infrastructure:
  - The most prevalent issue, mentioned by 49% of respondents, is that repairs take too long or are of poor quality, with some also frustrated by excessive or disruptive roadworks.
  - A further 36% of residents report that roads are uneven or in poor condition, pointing to a need for more upgrading and resurfacing across the network.
  - In addition, 28% specifically mention potholes as a problem, suggesting surface damage is a widespread and visible concern.
  - Concerns about rural roads also emerged, with 13% of residents stating these are not maintained adequately, and calling for sealing and greater investment.

#### NOTES:

- RF2. Thinking about roads and footpaths in the district, how satisfied are you with ROADING? n=404
- RF3. If you are dissatisfied with roading infrastructure, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Roding network in the district? n=165
- Excludes 'Don't know' responses.

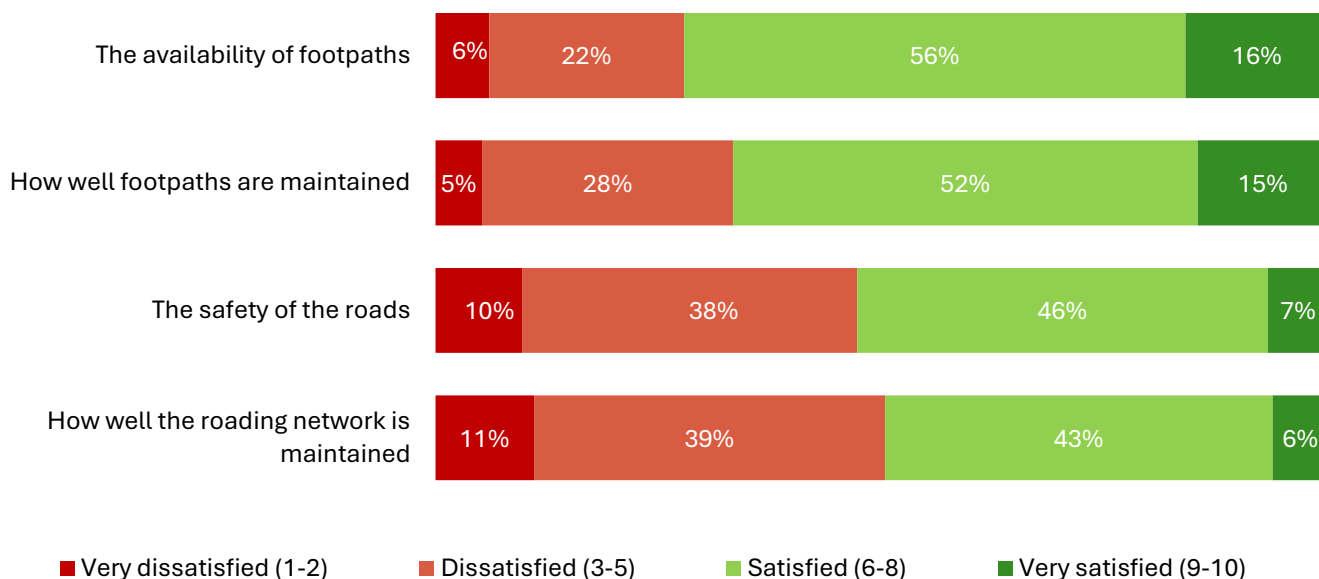
#### Between demographics

Significantly higher

Significantly lower

## Roads and footpaths

- Satisfaction with the *Maintenance of the roading network* is relatively high, with 50% of residents satisfied. At the same time, 53% were satisfied with road safety.
- In addition, satisfaction is high for *Footpath availability* (72%) and *Footpath maintenance* (67%).
- Across all measures related to the roading network, satisfaction is highest among residents aged 65 and over, ranging from 54% for *How well the roads are maintained* to 80% for *Availability of footpaths*.
- However, younger residents (aged 18–39 years) and those who identify as Māori report the lowest satisfaction across demographic groups.



% (6-10)	2025	Te Kūiti Ward	Rural Ward
How well the roading network is maintained	50%	51%	48%
The safety of the roads	53%	53%	53%
The availability of footpaths	72%	72%	73%
How well footpaths are maintained	67%	66%	67%

### NOTES:

- Excludes 'Don't know' responses
- RF1. Now thinking about roads managed by Waitomo District Council - excluding State Highways which are not Council managed roads - how satisfied are you with...?
  - How well the roading network is maintained n=408
  - Safety of the roads n=407
  - Availability of footpaths n=363
  - How well footpaths are maintained n=350

Between demographics

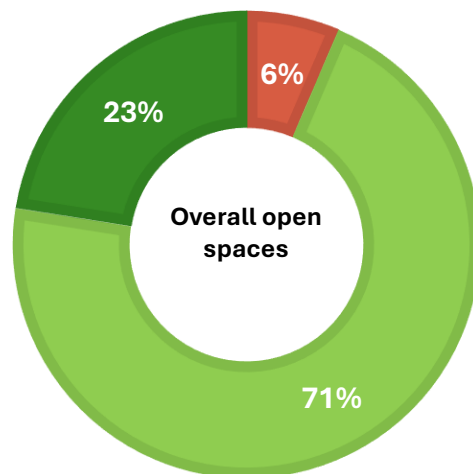
Significantly higher

Significantly lower

# Satisfaction with open spaces

## Overall satisfaction with open spaces

- Satisfaction with *Open spaces* in the Waitomo District is exceptionally high, with 94% of residents satisfied.
- Satisfaction is consistently strong across all age groups, with both 18–39 and 40–64 year olds at 92%, and peaks at 98% for those aged 65 years and over.
- Satisfaction is also high regardless of how long residents have lived in the district or which ward they reside in.
- Whilst still high, satisfaction amongst residents who identified as Māori was significantly lower than non-Māori residents (90% vs 96%).



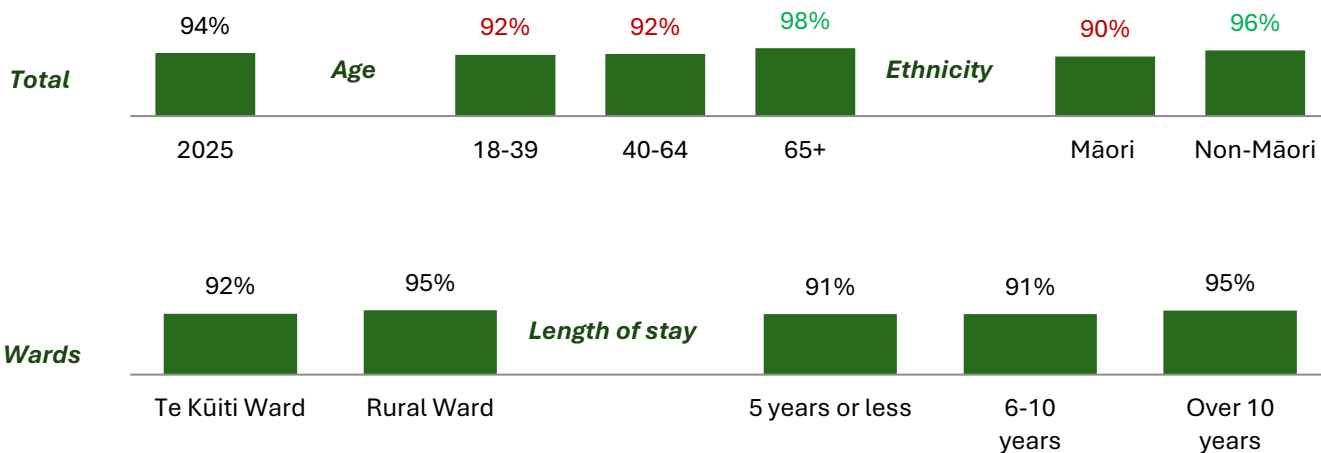
Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

### Satisfied % (6-10)



- While overall satisfaction with open spaces is high, 6% were dissatisfied (scores 3-5). Some areas for further improvements have been identified based on the verbatim comments:
  - The most common suggestion, mentioned by 63% of respondents, was the need for more frequent or better maintenance, particularly mowing and upkeep of green areas.
  - 38% of residents also expressed a desire to upgrade playgrounds and expand the availability of equipment or facilities, indicating that while spaces are appreciated, there is room to enhance their usability and appeal, especially for families.
  - A further 21% highlighted litter concerns, calling for more regular clean-up of rubbish, dog waste, and emptying of bins.

#### NOTES:

1. PR3. And overall, how satisfied are you with how well Council maintains its sports-grounds, parks, reserves playgrounds, cemeteries and other open spaces? n=354
2. PR4. If you are dissatisfied, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Council maintained sports-grounds, parks, playgrounds, cemeteries and other open spaces? n=18 \*Caution: Small sample size (n<30). Results are indicative only.
3. Excludes 'Don't know' responses.

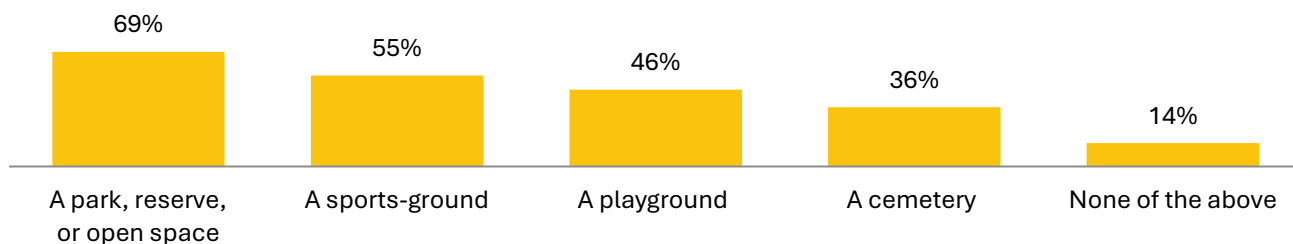
Between demographics

Significantly higher

Significantly lower

## Open spaces - visitation

- Over two thirds of respondents have *Visited a local park or reserve* (69%), and just over one-half have visited a *Sports-ground* (55%) in the past 12 months.
- Younger respondents (aged 18–39 years) and Māori respondents are the most frequent users across demographic profiles.



% Yes	2025	18-39 years	40-64 years	65 years and over	Māori	Non-Māori
A park, reserve, or open space	69%	74%	68%	62%	76%	64%
A sports-ground	55%	64%	50%	49%	64%	48%
A playground	46%	62%	41%	33%	59%	37%
A cemetery	36%	32%	33%	46%	40%	32%
None of the above	14%	5%	16%	24%	9%	18%

% Yes	Te Kūiti Ward	Rural Ward	5 years or less	6-10 years	Over 10 years
A park, reserve, or open space	81%	58%	81%	58%	68%
A sports-ground	55%	54%	46%	40%	61%
A playground	56%	38%	51%	44%	45%
A cemetery	43%	30%	15%	23%	46%
None of the above	8%	20%	11%	28%	11%

### NOTES:

- PR1. In the last year, which of the following have you visited? Please select all that apply. n=
  - Parks or reserves or open spaces n=410
  - Sports-grounds n=410
  - Playgrounds n=410
  - Cemeteries n=410

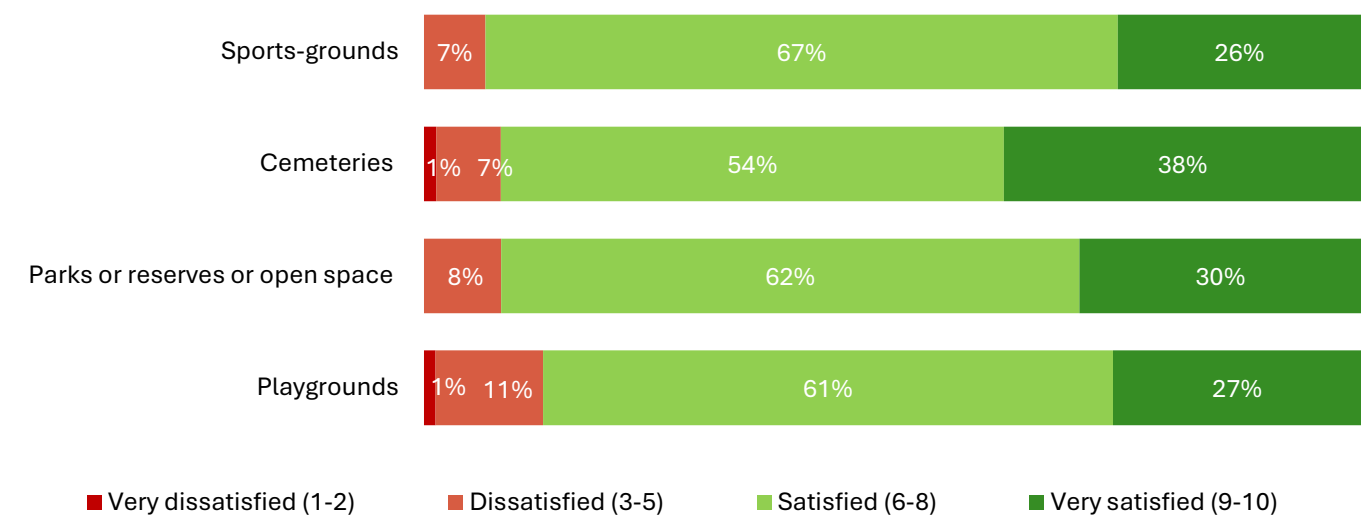
Between demographics

Significantly higher

Significantly lower

## Satisfaction with open spaces

- Satisfaction with the *Open spaces* in the district is very high, with *Sportsgrounds* at 93%, *Cemeteries* at 92%, and *Parks and Reserves* at 92%.
- Non-Māori residents consistently report the highest satisfaction across all facilities, ranging from 90% to 98%. In contrast, satisfaction among those who identify as Māori, while still relatively strong, is notably lower at 85%–88%, indicating a consistent gap in experience or perception.
- In terms of age, ward and residency length, satisfaction is fairly consistent.



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Parks or reserves or open space	92%	90%	93%
Sports-grounds	93%	93%	93%
Playgrounds	87%	85%	90%
Cemeteries	92%	96%	88%

NOTES:

1. PR2. Using the 1 to 10 scale where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’, how would you rate your satisfaction with...

- Parks or reserves or open spaces n=342
- Sports-grounds n=280
- Playgrounds n=257
- Cemeteries n=206

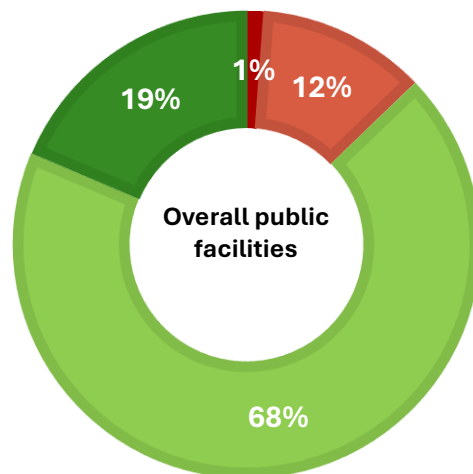
Between demographics  
*Significantly higher*  
*Significantly lower*



# Satisfaction with public facilities

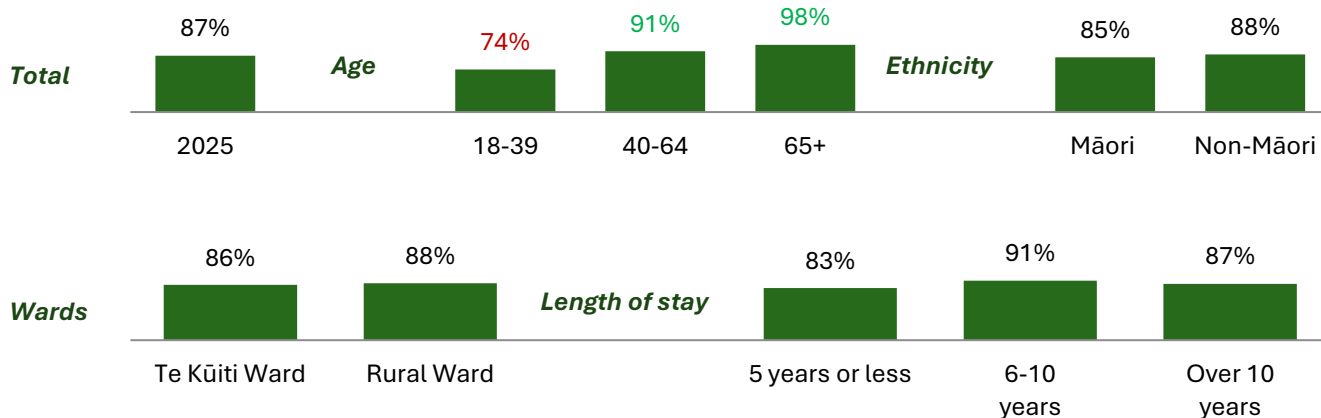
## Overall satisfaction with public facilities

- Overall satisfaction with *Public facilities* is high at 87%. This reflects strong performance in areas such as libraries, public halls, and other community infrastructure.
- Satisfaction is particularly high among residents aged 65 and over (98%). Satisfaction is lowest among younger residents (those aged 18–39 at 74%), indicating a possible gap in how these facilities meet the needs of younger adults.
- There is also minimal variation by length of stay, ethnicity or ward, with satisfaction consistently high across all groups.



Very dissatisfied (1-2)    Dissatisfied (3-5)  
Satisfied (6-8)    Very satisfied (9-10)

### Satisfied % (6-10)



- The most prevalent concerns mentioned by dissatisfied residents related to public spaces include:
  - 67% of respondents indicated the need to keep toilets clean, well maintained, and adequately stocked. This suggests that while public facilities are generally well regarded, hygiene and upkeep remain top priorities for users.
  - 14% suggest upgrades to the Aquatic Centre, such as more regular cleaning and heated pools.
  - Additionally, 12% of residents called for more public facilities or investment in upgrades, indicating demand for expanded or improved amenities.
  - Smaller but notable proportions also raised concerns about staffing and lifeguard presence (11%), and general maintenance issues (11%), highlighting the importance of not only facility quality, but also operational and service standards across community assets.

#### NOTES:

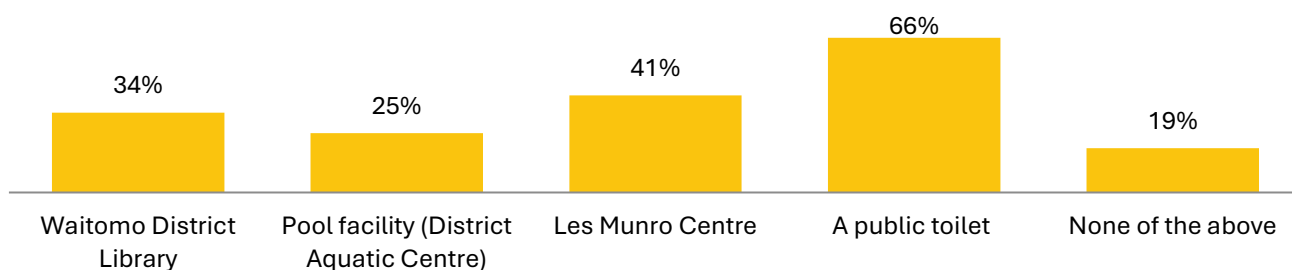
- CF4. How would you rate your overall satisfaction with the public facilities that are provided? n=346
- CF5. If you are dissatisfied with public facilities, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve Council maintained public facilities? n=33
- Excludes 'Don't know' responses.

#### Between demographics

Significantly higher  
Significantly lower

## Public facilities - visitation

- 66% of residents indicated they had used *Public toilets* in the past 12 months, this was the most frequently accessed public facility.
- The *Les Munro Centre* was visited by 41% of residents, with elevated usage among Māori residents (49%) and those living in the district for over 10 years (45%).
- Similarly, 34% reported visiting the *Waitomo District Library*, with engagement lowest among younger residents aged 18–39 (26%).
- A total of 19% of residents reported that they had not used any of the listed facilities in the past year. This group was more likely to include non-Māori, and residents from the Rural Ward.



% Yes	2025	18-39 years	40-64 years	65 years and over	Māori	Non-Māori
Waitomo District Library	34%	26%	38%	38%	35%	33%
Pool facility (District Aquatic Centre)	25%	33%	27%	11%	34%	19%
Les Munro Centre	41%	38%	42%	45%	49%	37%
A public toilet	66%	63%	65%	71%	71%	63%
None of the above	19%	21%	20%	15%	14%	22%

% Yes	Te Kūiti Ward	Rural Ward	5 years or less	6-10 years	Over 10 years
Waitomo District Library	39%	30%	36%	38%	32%
Pool facility (District Aquatic Centre)	33%	18%	21%	31%	25%
Les Munro Centre	51%	34%	33%	37%	45%
A public toilet	62%	70%	66%	61%	67%
None of the above	17%	20%	18%	21%	19%

### NOTES:

- CF1. Which of the following facilities have you used in the last year? n=
  - Waitomo District Library n=410
  - Pool facility (District Aquatic Centre) n=410
  - Les Munro Centre n=410
  - Public toilets n=410

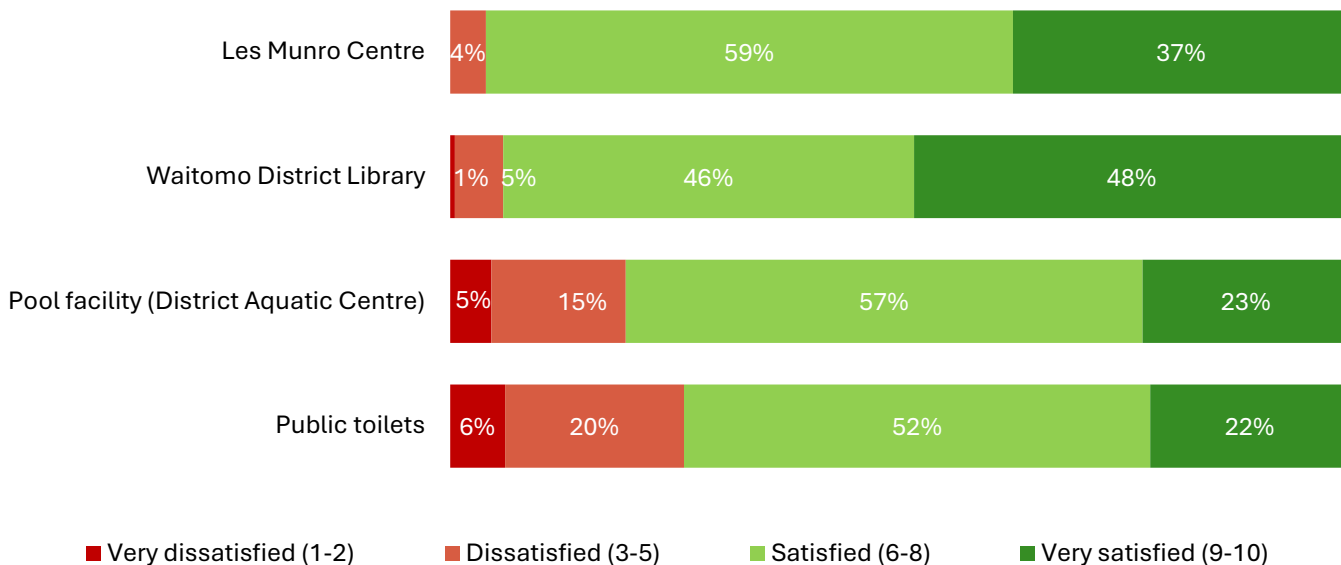
Between demographics

Significantly higher

Significantly lower

## Satisfaction with public facilities

- The *Les Munro Centre* received the highest overall satisfaction score within public facilities, with 96% of residents rating their satisfaction between 6 and 10 (on the 10 point scale). 99% of those aged 65 years and over were satisfied.
- The *Waitomo District Library* also performed exceptionally well, with a satisfaction score of 94%. This is supported by particularly strong ratings among those aged 40–64 (98%), and non-Māori residents (98%).



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Waitomo District Library	94%	96%	92%
Pool facility (District Aquatic Centre)	80%	80%	81%
Les Munro Centre	96%	96%	96%
Public toilets	74%	71%	76%

### NOTES:

- CF3. How would you rate the cleanliness of the below...
  - Waitomo District Library n=226
  - Pool facility (District Aquatic Centre) n=156
  - Les Munro Centre n=231
  - Public toilets n=299

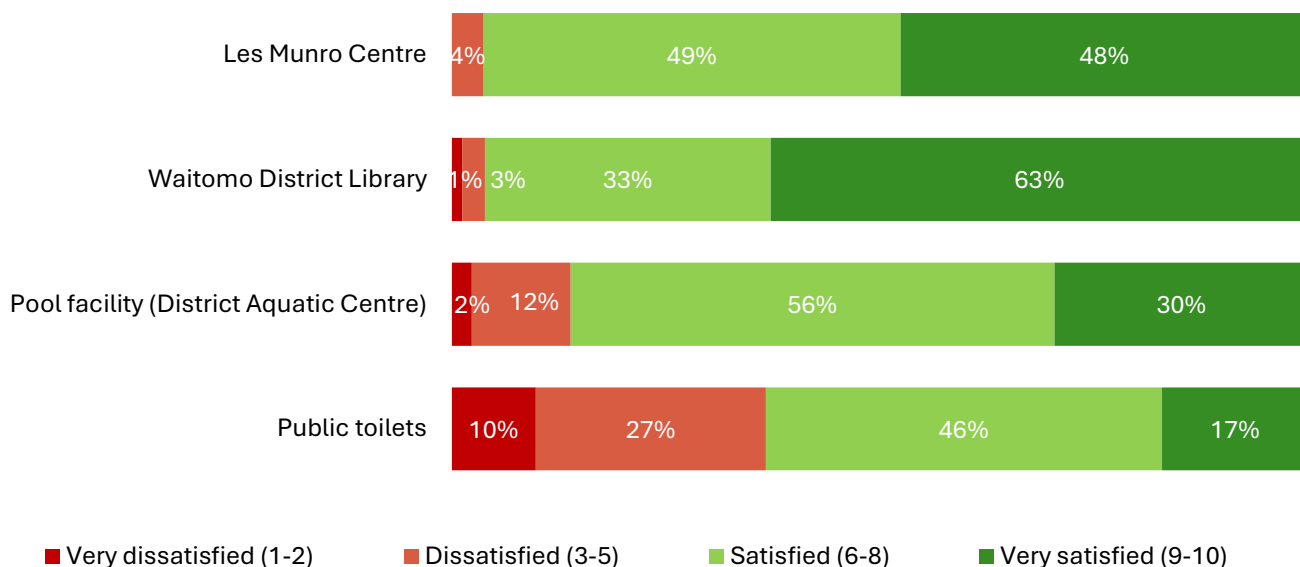
Between demographics

Significantly higher

Significantly lower

## Satisfaction with cleanliness of public facilities

- Public toilets received the lowest cleanliness satisfaction rating amongst public facilities (63%), with satisfaction lowest among younger residents aged 18–39 (41%) and Māori residents (55%).
- The Waitomo District Library and Les Munro Centre both achieved the highest cleanliness rating of 96%, with particularly strong results among residents from the Te Kūiti Ward (99%).



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Waitomo District Library	96%	99%	92%
Pool facility (District Aquatic Centre)	86%	93%	77%
Les Munro Centre	96%	99%	93%
Public toilets	63%	63%	63%

### NOTES:

- CF2. How would you rate your satisfaction with...
  - Waitomo District Library n=211
  - Pool facility (District Aquatic Centre) n=151
  - Les Munro Centre n=225
  - Public toilets n=294

Between demographics

Significantly higher

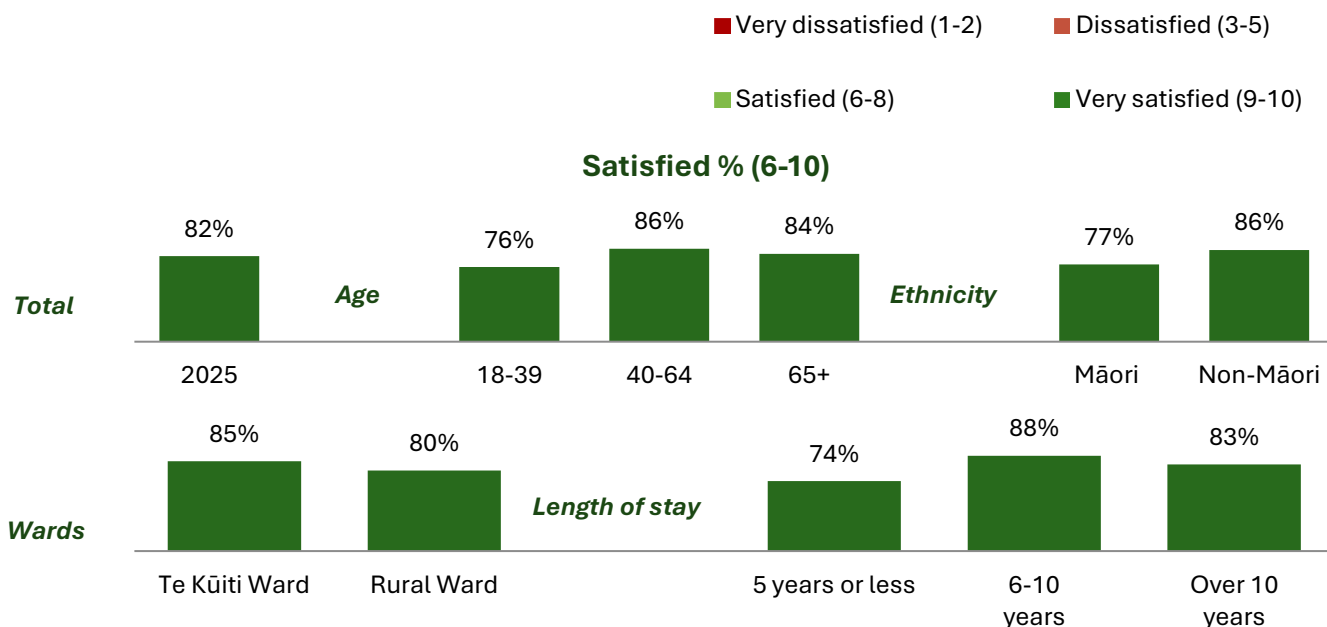
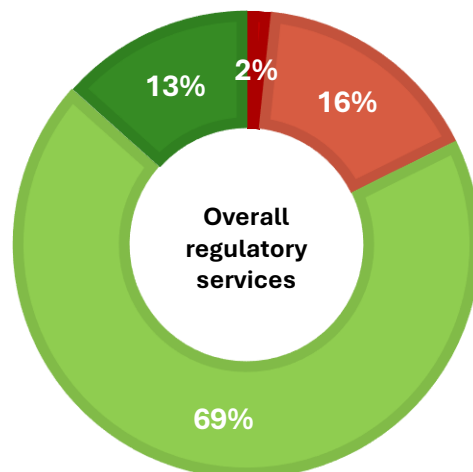
Significantly lower

# Satisfaction with regulatory services



## Overall satisfaction with regulatory services

- Overall, satisfaction with Council's *Regulatory services* is high, with 82% of residents either *satisfied* or *very satisfied*. This suggests strong community confidence in services such as consenting, licensing, and inspections.
- Results across all demographic groups are quite consistent with the satisfaction highest among those aged between 40 and 64 years.



- While overall satisfaction with regulatory services is strong, residents have identified several key areas for improvement:
  - The most frequently mentioned issue is animal control, with 45% of respondents citing a need for better management in this area. This suggests concerns about stray animals, enforcement, or responsiveness to complaints.
  - Improved communication and access to information was mentioned by 17%, indicating a desire for clearer updates and guidance around regulatory processes such as consents, inspections, or licensing.
  - 15% of respondents expressed frustration about delays in granting consents and conducting site visits, describing the process as overly bureaucratic.

### NOTES:

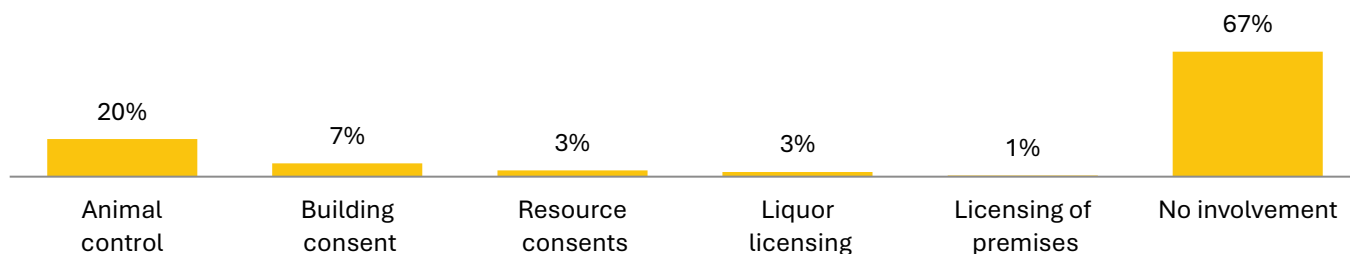
- OS3. And overall how satisfied are you with how the Council provides these types of regulatory services? n=197
- OS4. If you are dissatisfied and rated them 1 and 5 out of 10 above, in your opinion, what can be done to improve regulatory services? n=28 \*Caution: Small sample size (n<30). Results are indicative only.
- Excludes 'Don't know' responses.

### Between demographics

Significantly higher  
Significantly lower

## Involvement with regulatory services

- Involvement with Council's regulatory services is relatively low among residents, with only a minority having engaged directly with services such as animal control (20%), building consents (7%), or resource consents (3%) in the past 12 months.
- The most commonly reported interaction was with animal control, with the highest engagement among residents aged 18-39 (23%) and Māori (25%).



% Yes	2025	18-39 years	40-64 years	65 years and over	Māori	Non-Māori
Dog or stock control (Animal control)	20%	23%	19%	18%	25%	17%
Building consent	7%	5%	9%	6%	5%	9%
Resource consents	3%	1%	4%	6%	4%	3%
Liquor licensing	3%	3%	3%	1%	3%	2%
Licensing of premises such as cafes, restaurants and hairdressers	1%	-	1%	1%	1%	-
No involvement with any	67%	65%	68%	69%	68%	67%

% Yes	Te Kūiti Ward	Rural Ward	5 years or less	6-10 years	Over 10 years
Dog or stock control (Animal control)	27%	14%	25%	23%	18%
Building consent	5%	9%	7%	5%	8%
Resource consents	2%	5%	3%	4%	3%
Liquor licensing	3%	2%	-	1%	4%
Licensing of premises such as cafes, restaurants and hairdressers	1%	-	-	1%	1%
No involvement with any	62%	72%	59%	69%	69%

### NOTES:

- OS1. Council also provides a range of other services. In the last year have you had any direct involvement or contact with Council in relation to any of the following? n=
  - Animal control n=410
  - Building consent n=410
  - Resource consent n=410
  - Liquor licensing n=410
  - Licensing of premises n=410

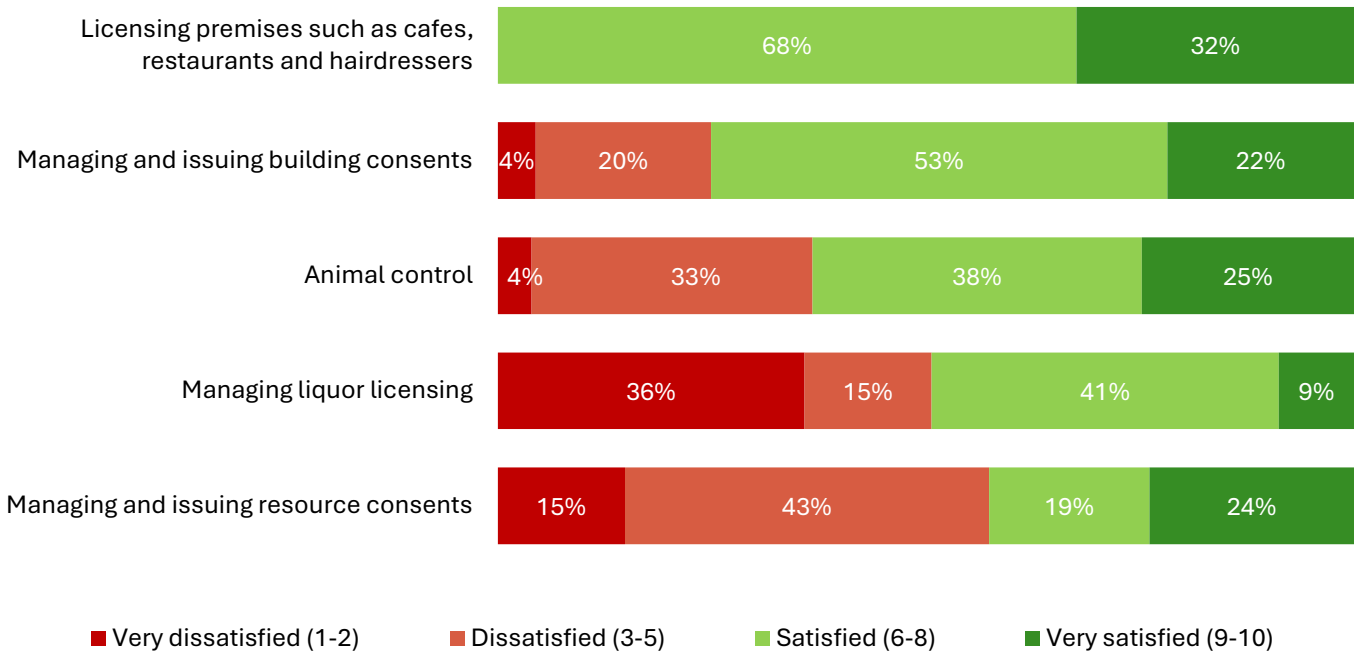
Between demographics

Significantly higher

Significantly lower

## Satisfaction with regulatory services

- Among residents who used *Council's regulatory services*, satisfaction levels are generally high. *Building consents* received the highest satisfaction rating, with 75% of users satisfied with the service.
- While sample sizes may be small, reported satisfaction is particularly strong among younger residents (100%) and non-Māori (83%).



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Animal control	63%	58%	72%
Managing and issuing building consents	75%	100%	64%
Managing and issuing resource consents	43%	Small sample	
Managing liquor licensing	49%		
Licensing premises such as cafes, restaurants and hairdressers	100%		

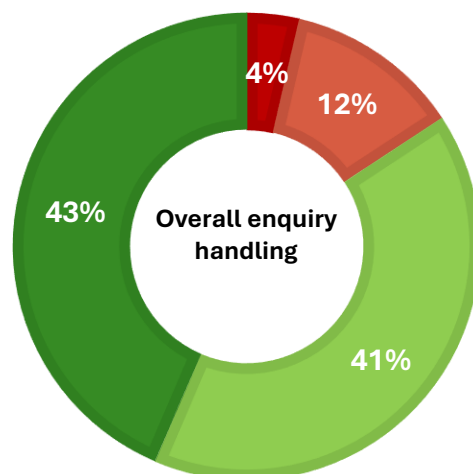
- NOTES:
- OS2. If you have used any of the following services, based on your experience, how satisfied are you with the Council's performance in...
    - Animal control n=81
    - Building consent n=30
    - Resource consent n=15 \*Caution: Small sample size (n<30). Results are indicative only.
    - Liquor licensing n= 9 \*Caution: Small sample size (n<30). Results are indicative only.
    - Licensing of premises n=3 \*Caution: Small sample size (n<30). Results are indicative only.

Between demographics  
*Significantly higher*  
*Significantly lower*

# Contact with Council

## Overall satisfaction with enquiry handling

- Among residents who made a Council enquiry in the past six months (38%), satisfaction with the way their enquiry was handled is high, with 84% of respondents satisfied.
- Satisfaction is relatively consistent across demographic groups, however is highest among residents aged 18-39 (90%) and those aged 65 and over (87%).

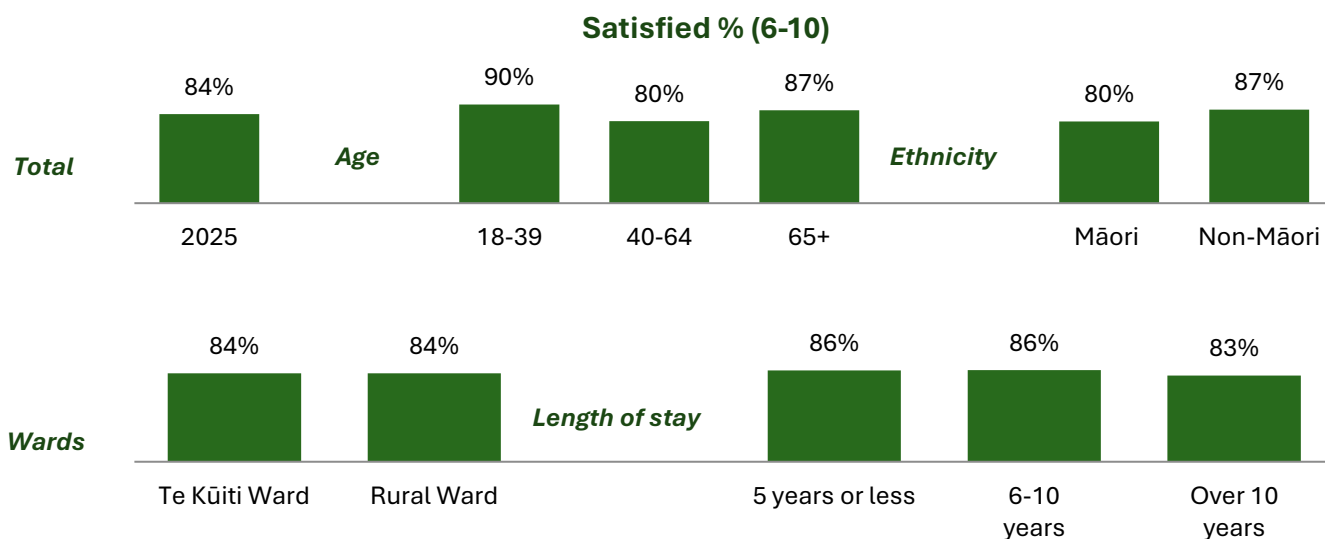


Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)



- Feedback from residents who were dissatisfied with the handling of their enquiries highlights several key areas for improvement:
  - The most frequently cited concern, mentioned by 58% of respondents, was related to staff interactions, including lack of knowledge, poor communication, or unhelpful service.
  - Additionally, 39% of respondents reported no follow-up or lack of updates on their enquiry, suggesting that communication breakdowns are a common frustration.
  - Smaller proportions of residents cited incomplete requests (8%) and slow response times (8%), reinforcing the importance of clear timelines and timely resolution.

### NOTES:

- INT5. How satisfied are you with how well Council handled your enquiry? n=174
- INT6. If you are dissatisfied with any aspect of your recent interaction with Council, i.e., rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve council's enquiry handling? n=26 \*Caution: Small sample size (n<30). Results are indicative only.
- Excludes 'Don't know' responses.

Between demographics

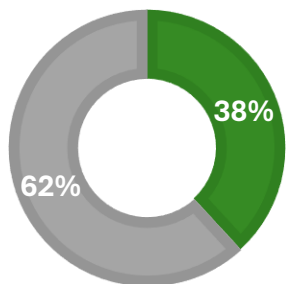
Significantly higher

Significantly lower

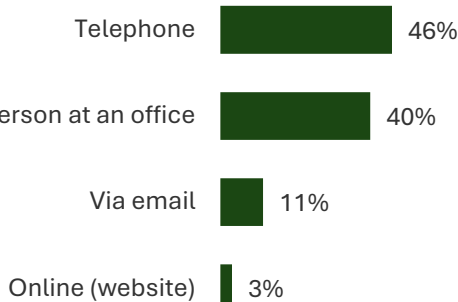
## Contact with Council

- *Telephone* is the most prevalent mode that respondents contact the Council with their enquiry (46%), closely followed by *Visiting Council office in person* (40%).
- Most respondents are satisfied with the *Staff* (87%) and the *Ease of making the enquiry* (88%).

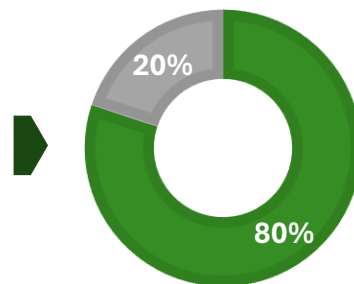
Made an enquiry within the past 6 months



Method of contact



Informed of outcome



The helpfulness and friendliness of staff



How easy it was to make enquiry or request



Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

% (6-10)	2025	Te Kūiti Ward	Rural Ward
How easy it was to make your enquiry or request	87%	85%	90%
The helpfulness and friendliness of staff	88%	86%	92%

### NOTES:

1. INT1. Have you made an enquiry about something with the Customer Services at Waitomo District Council within the last six months? Yes n=410
2. INT2. Which best describes how you contacted the Customer Services about this matter? Was it...? n=175
3. INT3. Still thinking back to your initial contact or request with the Customer Services, how would you rate your satisfaction with each of the following? n=175
4. INT4. Were you informed of the outcome of the request? n=175

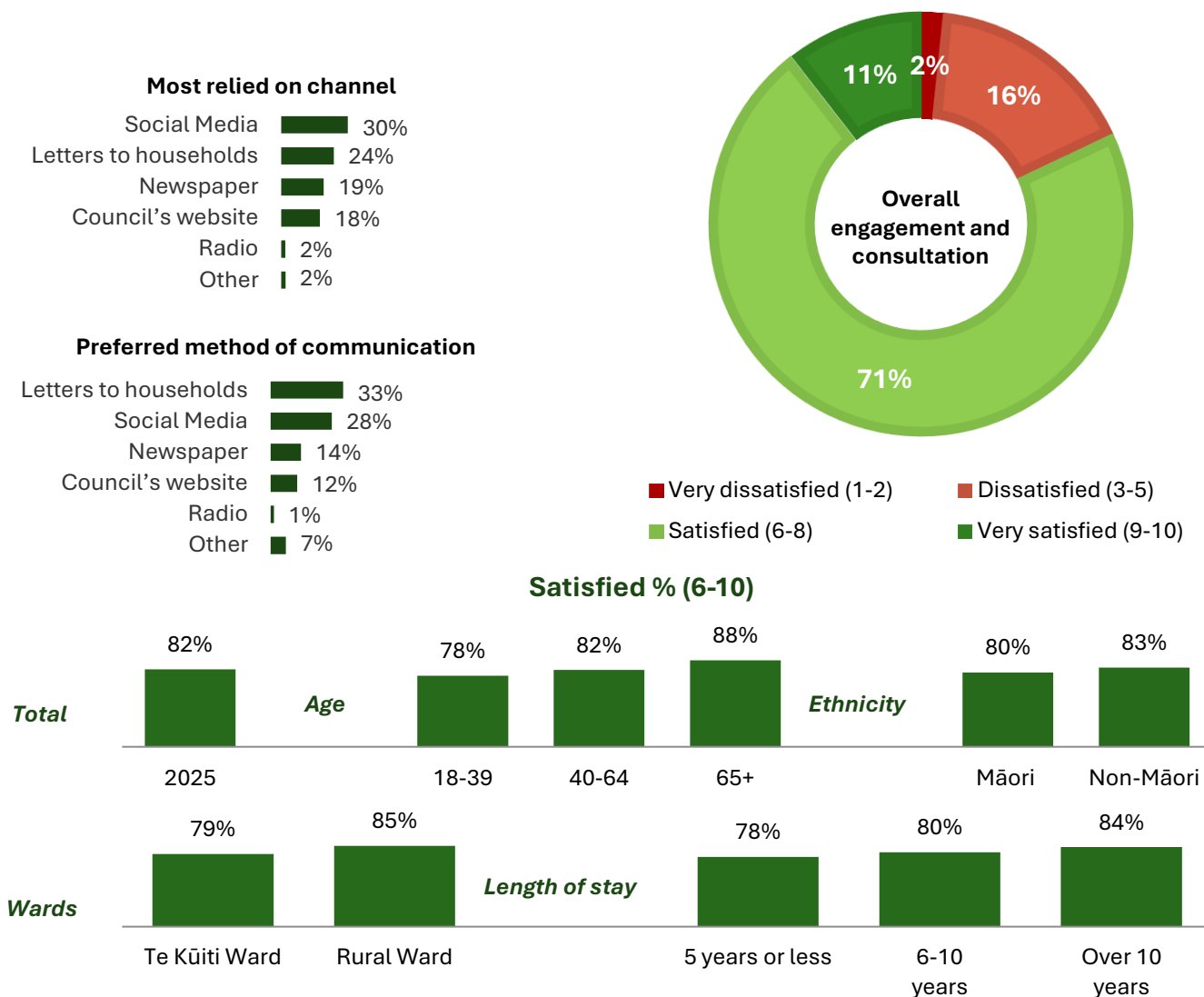
### Between demographics

Significantly higher

Significantly lower

# Communication and Engagement

## Satisfaction with overall engagement and consultation with the community



- Over eight in ten respondents (82%) are satisfied with *Council's engagement and consultation* with the community. Results are consistent across demographic groups.
- Resident feedback indicates several key areas where Council could strengthen its consultation and engagement:
  - The most common concern, noted by 35% of respondents, was the need for improved communication and greater engagement overall.
  - Other suggestions include the use of more diverse or accessible communication channels (25%) and a stronger emphasis on actively listening to the whole community (23%), rather than just select voices.
  - Additionally, 20% of residents called for more transparency, expressing concerns that Council may be perceived as operating with a fixed agenda, with a further 16% requesting better awareness of consultation opportunities and longer timeframes.

### NOTES:

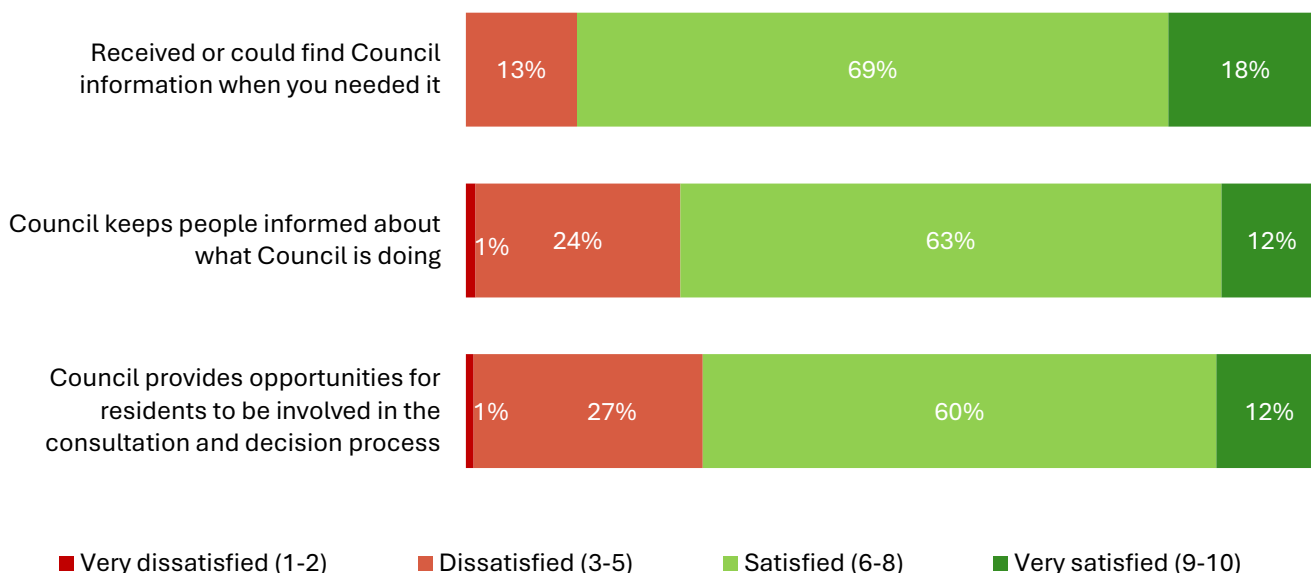
- CE1. Which of the following do you MOST rely on for information from the Council? n=410
- CE2. Which of the following is your MOST preferred channel for the Council to inform you? n=410
- CE5. Overall, how satisfied with Council's engagement and consultation with the community? n=365
- CE6. If you are dissatisfied with the engagement and consultation, rated them between 1 and 5 out of 10 above, in your opinion, what can be done to improve council's engagement and consultation with the community? n=52
- Excludes 'Don't know' responses.

Between demographics  
Significantly higher  
Significantly lower



## Satisfaction with communication and engagement

- Nearly nine in ten respondents (87%) were satisfied that they *Received or could find Council information when they needed it*.
- Satisfaction with information received from the Council is relatively stable across demographic and geographic groups, while satisfaction with consultation shows more variation. Younger residents (aged 18-39 years) and those residing in the Te Kuiti ward show lower satisfaction with opportunities to engage (63% and 67% respectively) compared to others.



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Received or could find Council information when you needed it	87%	87%	86%
Council keeps people informed about what Council is doing	75%	73%	77%
Council provides opportunities for residents to be involved in the consultation and decision process	72%	67%	77%

### NOTES:

- CE3. How satisfied are you that you received or could find Council information when you needed it?  
n=397
- CE4. How satisfied are you with Council for each of the following:
  - Council keeps people informed about what Council is doing n=387
  - Council provides opportunities for residents to be involved in the consultation and decision process n=342

Between demographics

Significantly higher

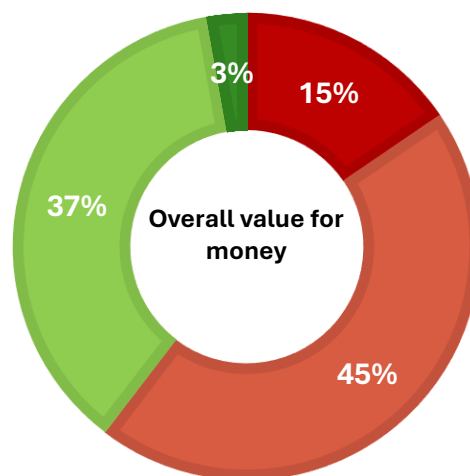
Significantly lower

DRAFT

# Value for Money

## Overall satisfaction with value for money

- Overall, 40% of residents are satisfied with the *Value for money* they receive from Council services.
- Satisfaction varies significantly across age groups. Older residents (65 years and over) report the highest satisfaction at 61%, in contrast to 18–39 year olds (30%) and 40–64 year olds (35%), where satisfaction is much lower.
- There is less variation by ethnicity, ward and length of residence.



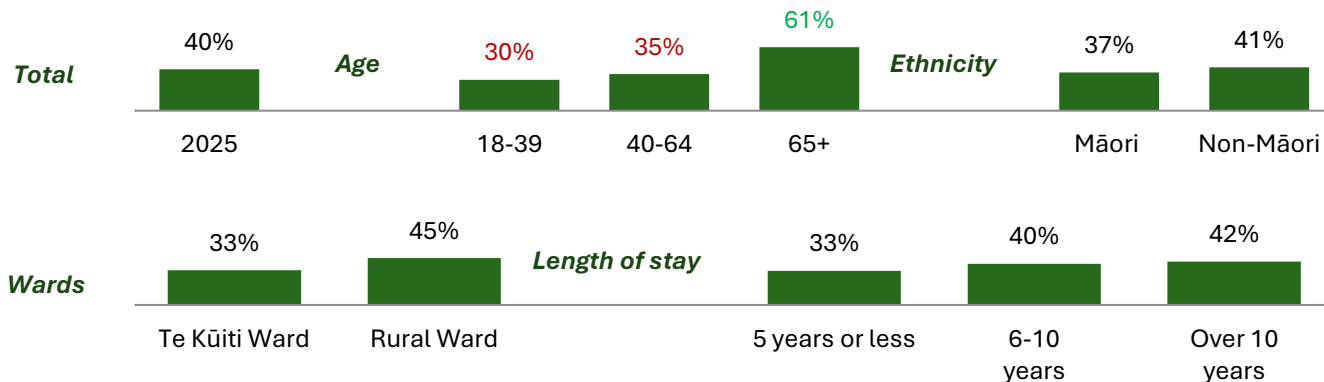
Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

### Satisfied % (6-10)



- Resident comments highlight several areas of concern around the fairness and transparency of rates and service delivery:
  - The most commonly cited issue, raised by 76% of respondents, was that rates are too high or offer poor value, particularly when residents feel they are paying for services they do not use.
  - In addition, 21% of respondents, particularly rural ratepayers, feel that services are not proportionally delivered based on the rates they pay.
  - Concerns about equity and geographic fairness in service provision are also reflected in comments regarding the cost of rubbish disposal (20%), including the lack of wheelie bins and the cost of rubbish bags.
  - Lastly, 12% noted dissatisfaction with the condition of roads and footpaths, suggesting that visible, everyday services may influence broader perceptions of value.

#### NOTES:

- VM3. How satisfied are you with the value for money? n=388
- VM4. If you are very dissatisfied with the value for money offered, rated them 1 or 2 out of 10 above, can you tell us why you are not satisfied with the value for money? (Please provide as much detail as possible) n=49
- Excludes 'Don't know' responses.

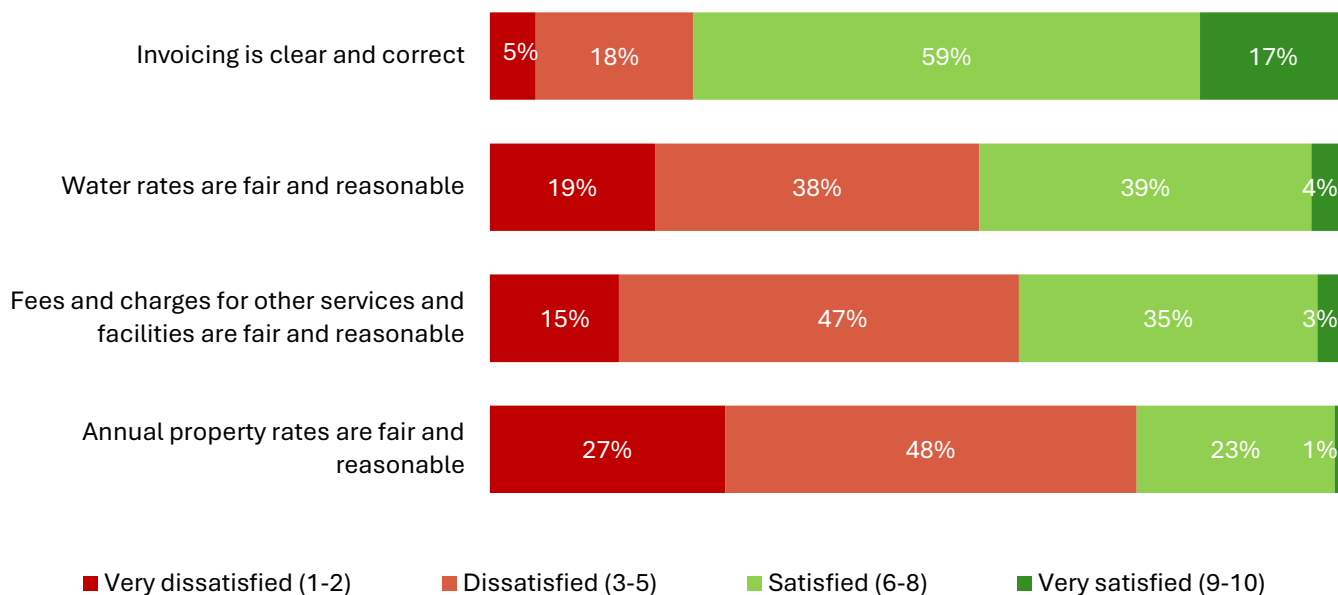
Between demographics

Significantly higher

Significantly lower

## Satisfaction with value for money

- Satisfaction that *Annual property rates are fair and reasonable* is relatively low, with just 24% of respondents satisfied.
- Satisfaction is strongly influenced by age. Older residents (65 years and over) report the highest satisfaction at 38%, compared to just 16% among 18–39 year olds and 22% among those aged 40–64.
- Geographically, satisfaction is lower in the Te Kūiti Ward (19%) and among those who have lived in the district 5 years or less (18%), while it is relatively higher among residents in the Rural Ward (29%) and those living in the district 6–10 years (36%).



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Annual property rates are fair and reasonable	24%	19%	29%
Water rates are fair and reasonable	43%	45%	40%
Invoicing is clear and correct	76%	78%	74%
Fees and charges for other services and facilities are fair and reasonable	38%	35%	42%

### NOTES:

- VM2. How much do you agree or disagree with the following statements?
  - Annual property rates are fair and reasonable n=360
  - Water rates are fair and reasonable n=252
  - Invoicing is clear and correct n=354
  - Fees and charges for other services and facilities are fair and reasonable n=344

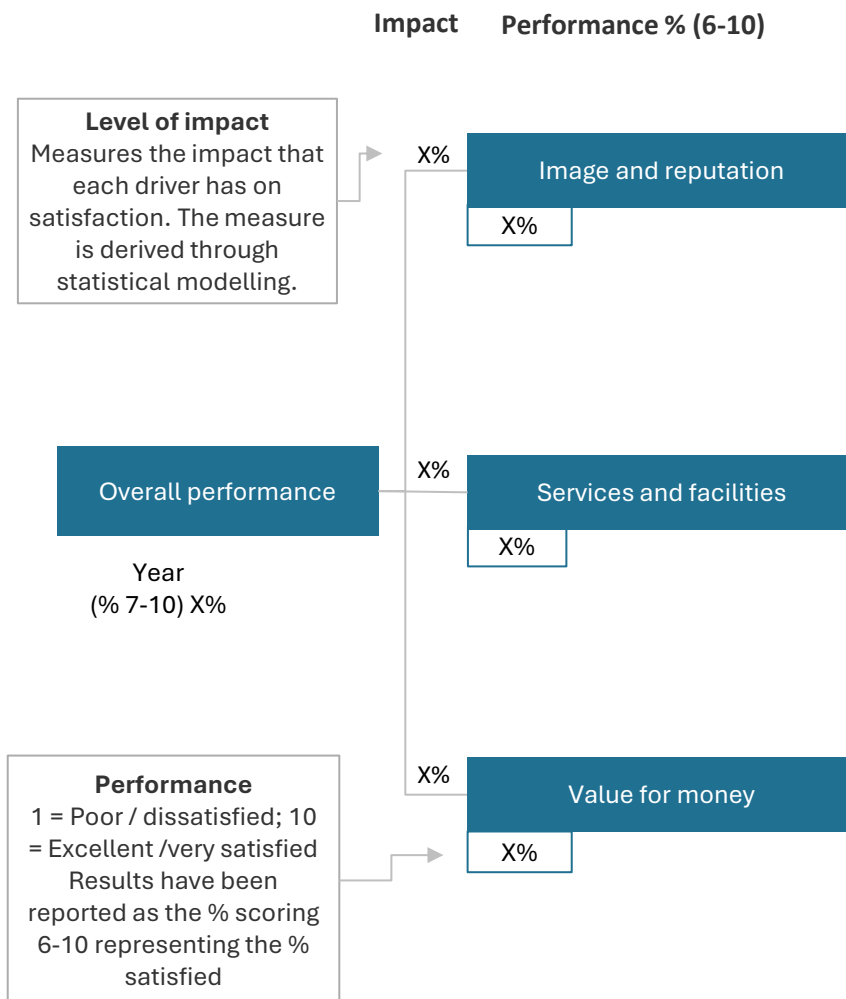
### Between demographics

Significantly higher

Significantly lower

# Drivers of satisfaction

## Introduction to the CVM driver model

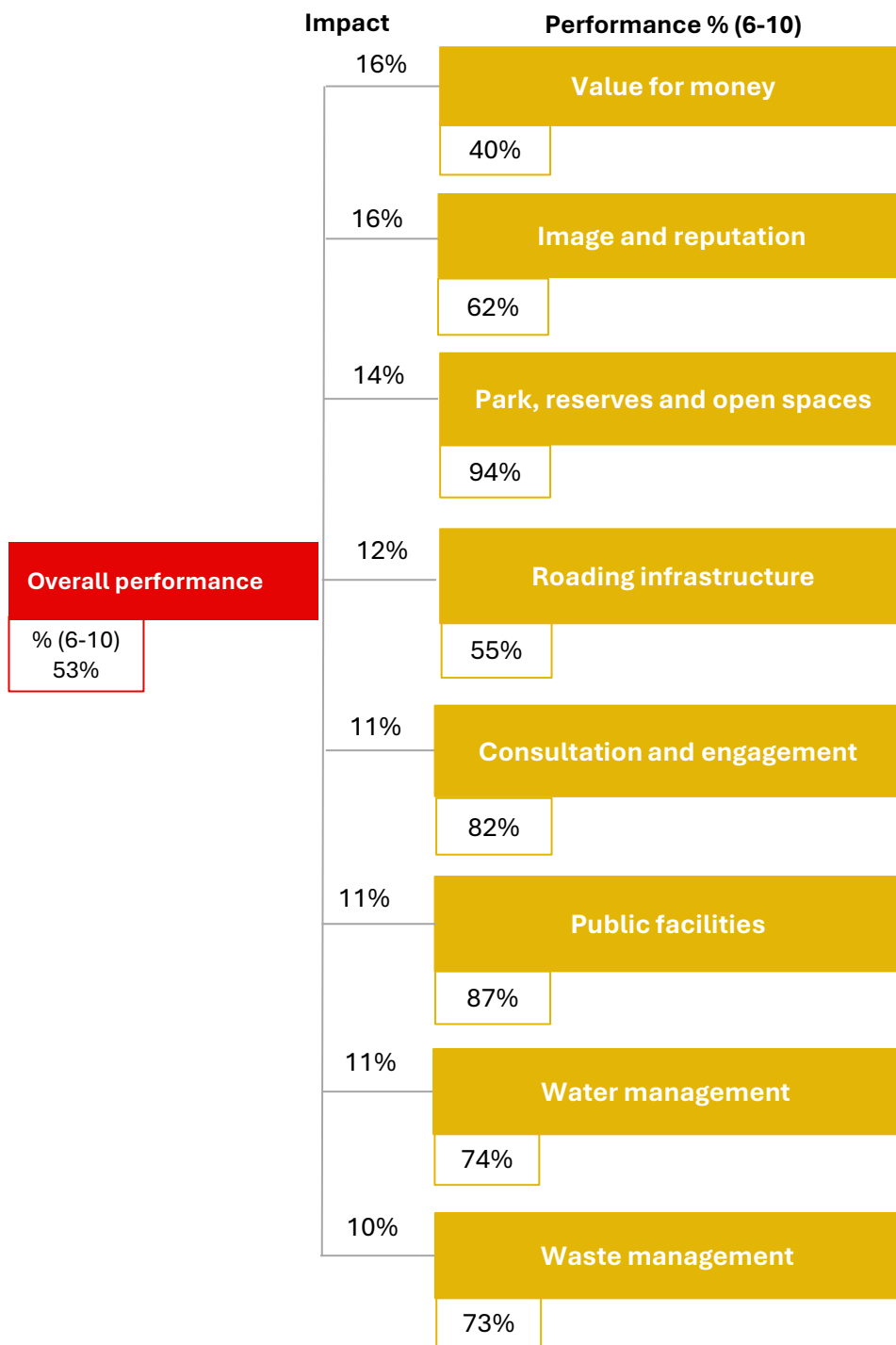


### Overview of our driver model

- Residents are asked to rate their perceptions of Council's performance on the various elements that impact overall satisfaction. These processes must align with the customer facing services and processes to ensure they are actionable
- We use multiple regression analysis to identify how much different areas of services provided by Council impact overall perception. Impact scores represent how strong the connection is.
- For example, if impact score for one of the KPI's is 50%, it means that increasing residents' perception in this area by 4% will increase perception of Overall performance by 2%, given all other factors remain unchanged.

## Drivers of Perceptions of Waitomo District Council's Performance

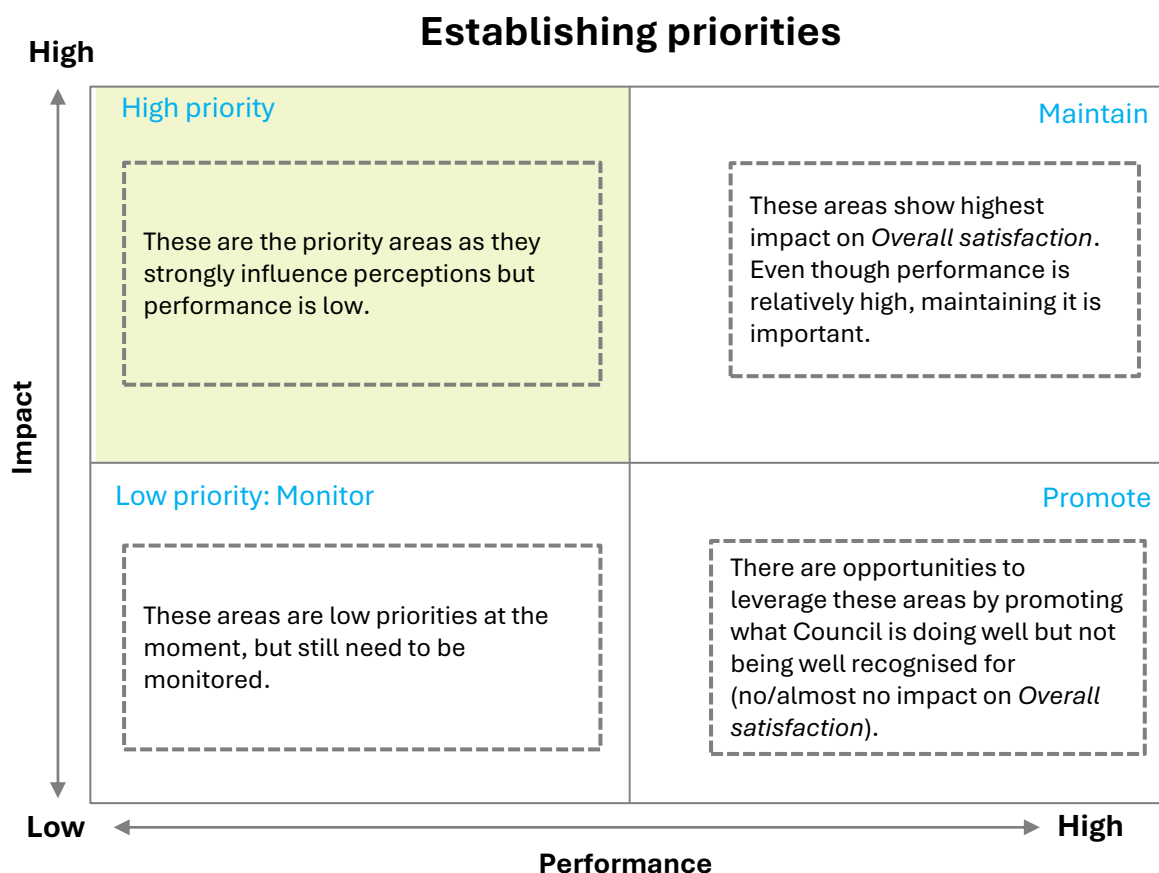
- Value for money and Image and reputation are two key drivers of Overall satisfaction with the Council.



NOTES:

- Excludes 'Don't know' responses

## Establishing priorities - Matrix



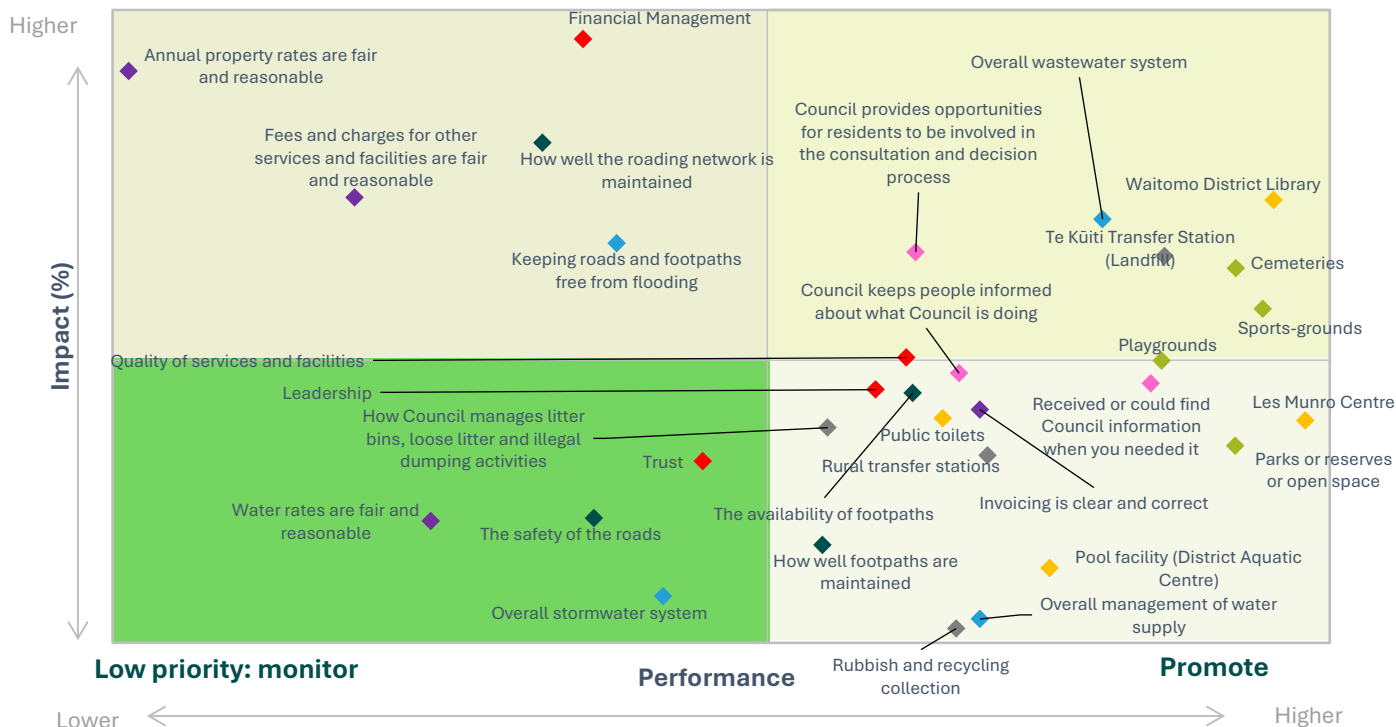


## Opportunities and Priorities: Overall Measures

- ◆ Public facilities
- ◆ Image and reputation
- ◆ Roding infrastructure
- ◆ Water management
- ◆ Consultation and engagement
- ◆ Waste management
- ◆ Park, reserves, and open spaces
- ◆ Value for money

### Priorities

### Maintain



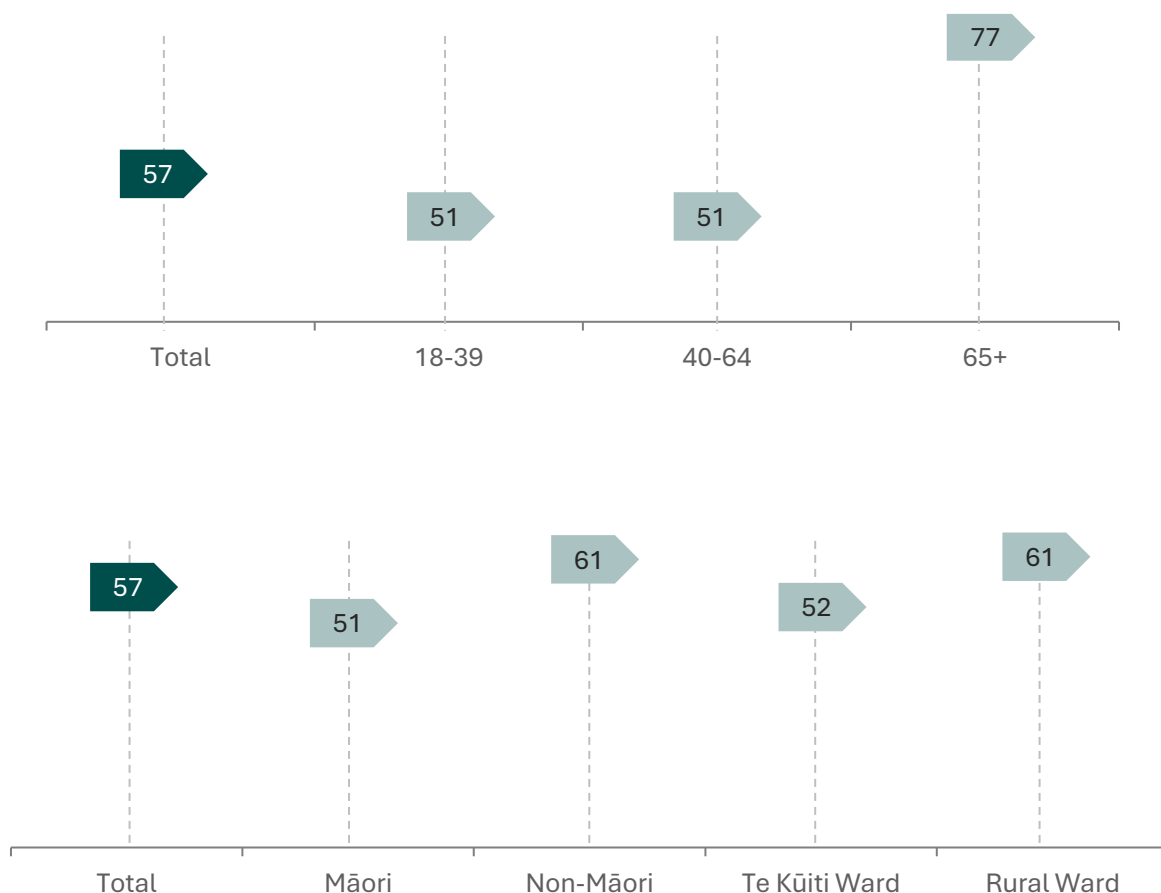
- Residents have identified a clear set of priorities for Council, with a strong emphasis on financial fairness and core infrastructure maintenance.
- The highest priority for residents is ensuring that annual property rates are fair and reasonable. This reflects a consistent concern about value for money and affordability of rates across the district.
- Financial management by Council follows closely. This highlights the importance of transparent, responsible use of public funds and a desire for accountability in spending decisions.
- Fairness of fees and charges for other Council services is also important. This suggests that, beyond rates, residents are conscious of the broader costs associated with interacting with Council services and want these to be equitable and proportionate.
- Maintenance of the roading network is a key infrastructure concern. This reflects the essential role that roads play in daily life, particularly in rural and high-traffic areas.
- Additionally, residents prioritise efforts to keep roads and footpaths free from flooding, signalling the importance of effective stormwater systems and climate resilience in maintaining safe and accessible public infrastructure.
- These findings show a strong expectation for the Council to focus on affordability, fairness, and core service reliability, with a particular emphasis on transparent financial practices and proactive asset management.

Priorities

DRAFT

# Understanding reputation

## Reputation Benchmark



- Reputation benchmark is calculated by rescaling the *Overall reputation* measure to a new scale between -50 and +150 to improve granularity of the results.
- The benchmarking is conducted among different demographic groups to identify the communities that are least/most supportive of the Council.
- The *Overall reputation benchmark* for Waitomo District Council is just below the 'Acceptable' range (57).
- Residents aged over 65 years register the highest reputation benchmark (77), whilst younger residents record significantly poorer scores.
- Residents who are non-Māori (61) and those from the Rural Ward (61) record a benchmark within the 'Acceptable' range, while the Te Kūiti ward falls into the 'Poor' range (52).

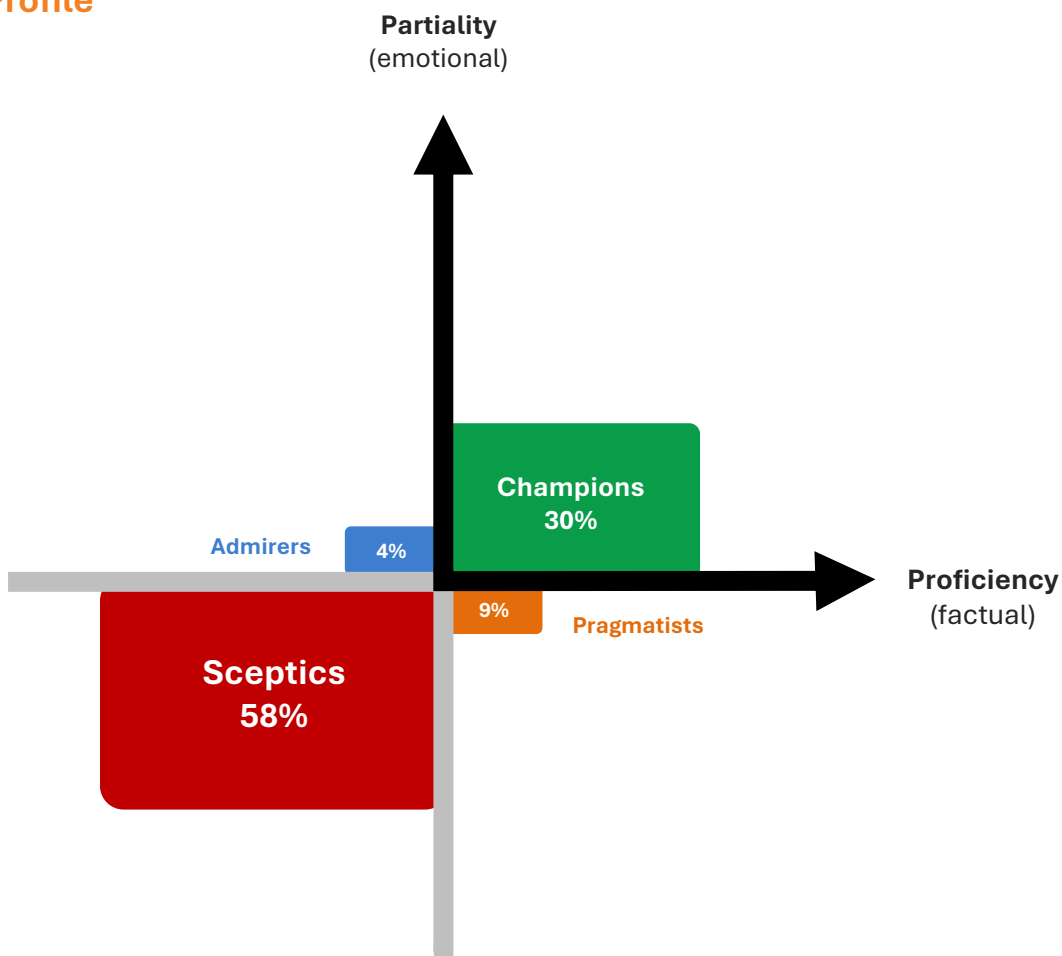
### NOTES:

- REP2\_1: So, considering, leadership, trust, financial management and quality of services provided, how would you rate Waitomo District Council for its overall reputation?
- The benchmark is calculated by rescaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking
- Excludes 'Don't know' responses.

#### Key:

>80	Excellent reputation
60-79	Acceptable reputation
<60	Poor reputation
150	Maximum score

## Reputation Profile



- 'Admirers' of the Council include residents that have a positive emotional connection to the Council but believe performance could be better.
- Those aged 65 years and overs (8%) are more likely than other demographic groups to belong to this group.

- Overall, 30% of residents were identified as 'Champions'.
- 'Champions' of the Council include residents that view the Council as competent and have a positive emotional connection to the Council. Those aged over 65 (47%) are the most likely to be Council's 'Champions'.

- 'Sceptics' of the Council include residents that do not value or recognise the performance of the Council and have doubts or a lack of faith in the Council's abilities.
- Residents from Te Kuiti Ward (64%), those who identify as Māori (64%) and those aged between 40 and 64 years (67%) are more likely than other demographics to belong to this group

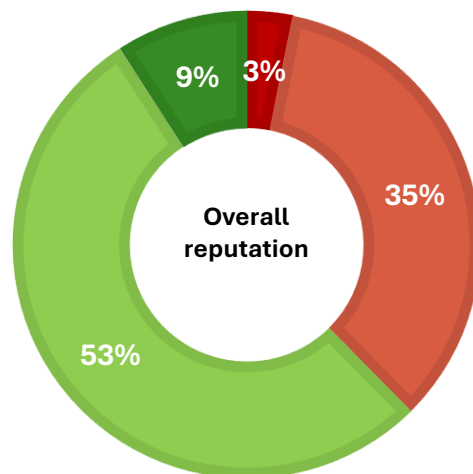
- 'Pragmatists' of the Council include residents that are more fact based and less emotional in their connection to the Council, they typically rate performance favourably but trust and leadership poorly.
- Those from the Rural Ward are more likely than other demographic groups to belong to this group (10%).

### NOTES:

1. REP1\_1 leadership, REP1\_2 trust, REP1\_3 financial management, REP1\_4 quality of deliverables, REP2\_1 overall reputation
2. Excludes 'Don't know' responses.

## Overall satisfaction with reputation

- Overall, 62% of residents are satisfied with the Council's *Image and reputation*.
- Perceptions vary considerably by age. Satisfaction is highest among residents aged 65 and over (79%), and notably lower among younger residents aged 18–39 (54%), suggesting that older residents may have greater trust in the Council's role and standing in the community.



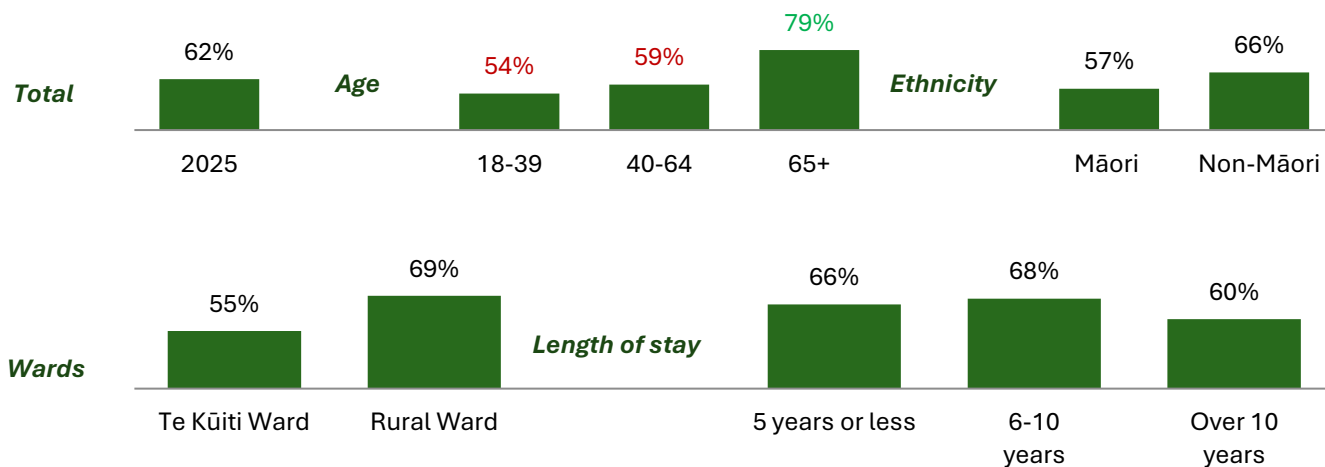
Very dissatisfied (1-2)

Dissatisfied (3-5)

Satisfied (6-8)

Very satisfied (9-10)

### Satisfied % (6-10)



Resident feedback is weighted towards two dominant themes affecting perceptions of the Council's *Image and reputation*:

- The most commonly cited issue, raised by 54% of respondents, is the belief that rates are too high or do not provide value for money, often linked with a lack of visible services. This indicates a disconnect between what residents pay and what they feel they receive in return, directly impacting their view of Council's effectiveness.
- A further 46% expressed concerns about transparency and trust, suggesting that some residents perceive the Council as having its own agenda or making decisions without sufficient openness or accountability. This sentiment points to a need for more inclusive communication and clearer demonstration of how community input shapes Council decisions.

#### NOTES:

- REP2. So, everything considered, leadership, trust, financial management, and quality of services provided, how would you rate Waitomo District Council for its OVERALL REPUTATION? n=380
- REP3. If you are dissatisfied with the image and reputation, rated them 1 to 5 out of 10 above, can you tell us why you are not satisfied? (Please provide as much detail as possible) n=9 \*Caution: Small sample size (n<30). Results are indicative only.
- Excludes 'Don't know' responses.

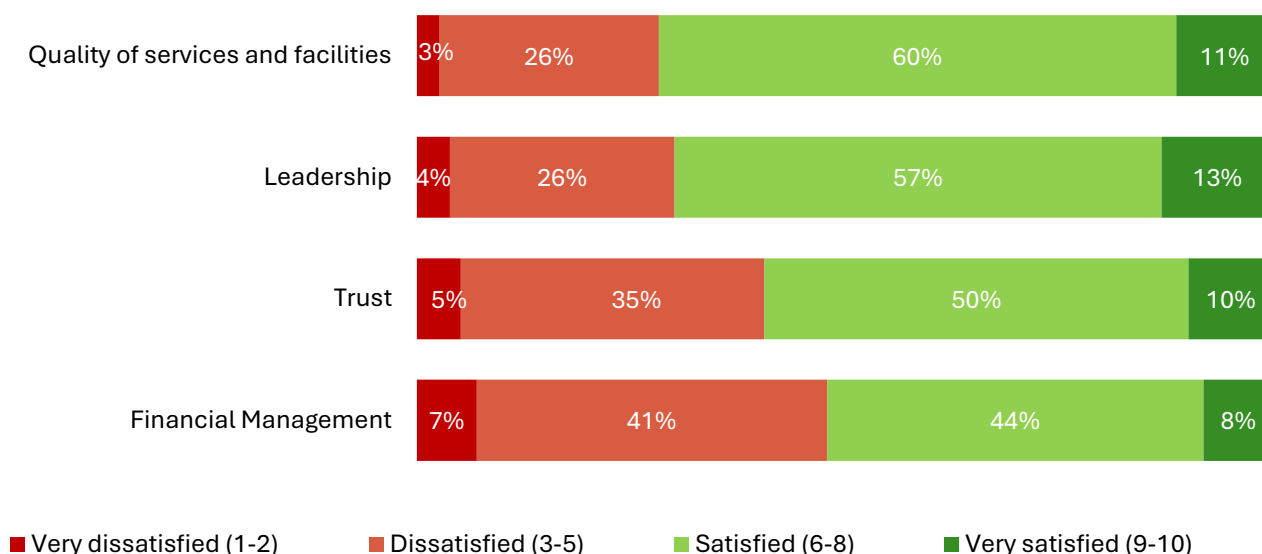
Between demographics

Significantly higher

Significantly lower

## Satisfaction with reputation

- *Quality of services and facilities* (72%) and *Leadership* (70%) are the two areas within *Reputation* rated the highest. This illustrates that residents' have a high level of confidence in the Leadership team, including both the Mayor and Councillors.
- *Financial management* is the lowest rated aspect, with just over one-half (52%) of residents satisfied.



% (6-10)	2025	Te Kūiti Ward	Rural Ward
Leadership	70%	63%	76%
Trust	59%	55%	64%
Financial Management	52%	41%	61%
Quality of services and facilities	72%	69%	75%

### NOTES:

1. REP1. Thinking about the above, how would you rate the Council for...
  - a. Leadership n=340
  - b. Trust n=346
  - c. Financial management n=318
  - d. Quality of services and facilities n=369

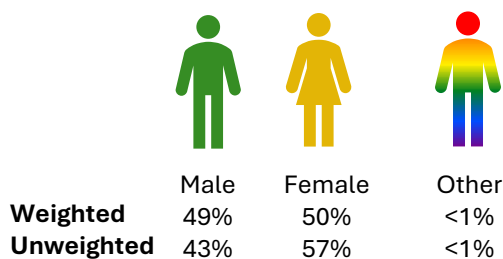
### Between demographics

Significantly higher  
Significantly lower

# Sample profile

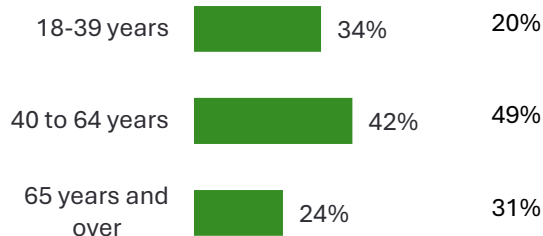
## Sample Profile

### Gender



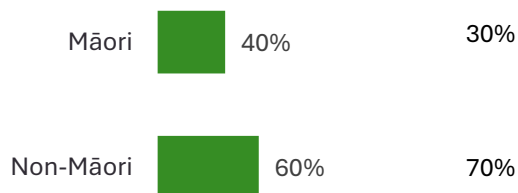
### Age (weighted)

### Unweighted



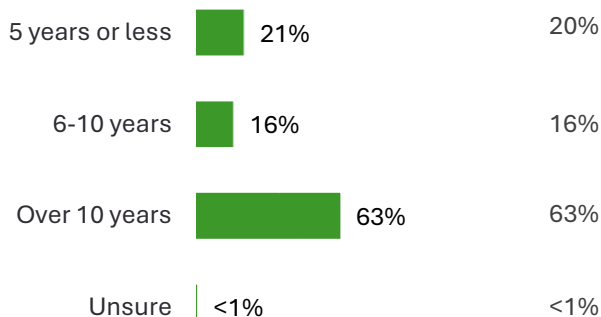
### Ethnicity (weighted)

### Unweighted



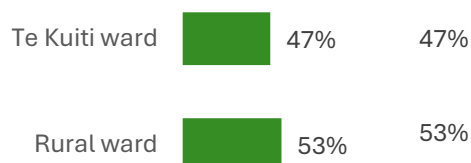
### Length of time lived in Waitomo (weighted)

### Unweighted



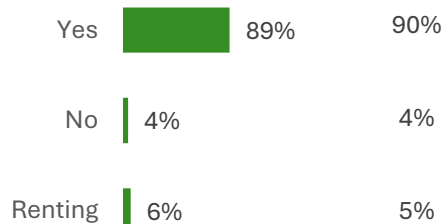
### Ward (weighted)

### Unweighted



### Pay Rates (weighted)

### Unweighted





## Head Office

**Telephone:** + 64 7 575 6900

**Address:** Level 1, 247 Cameron Road  
PO Box 13297  
Tauranga 3141

**Website:** [www.keyresearch.co.nz](http://www.keyresearch.co.nz)

### DISCLAIMER

The information in this report is presented in good faith and on the basis that neither Key Research, nor its employees are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss that has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of the information or advice given.